PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
www.peninsulatownship.com
Township Board Regular Meeting Agenda
March 26, 2019
7:00 p.m.

1. **Call to Order**
2. **Pledge**
3. **Roll Call**
4. **Brief Citizen Comments (for items not on the agenda)**
5. **Approve Agenda**
6. **Conflict of Interest**
7. **Consent Agenda:** any member of the board, staff, or the public may ask that any item on the consent agenda be removed and placed elsewhere on the agenda for full discussion.

    1. Invoices (recommend approval)
    2. Summary of Billings from Gourdie-Fraser & Associates
    3. Reports
        A. Peninsula Community Library
        B. Grand Traverse County Road Commission
        C. 2018 Annual Report from the Peninsula Township Planning Commission
        D. Ordinance violation summary through February, 2019 (Sanger)
        E. Gourdie-Fraser Engineer Report
    4. Minutes from February 19, 2019, special township board meeting; minutes from February 26, 2019, township board meeting; minutes from March 12, 2019, special township board meeting (recommend approval); and minutes from March 12, 2019, township board meeting
    5. Waive the special meeting fee for Bowers Harbor Vineyard
    6. Correspondence
        A. John DeSpelder regarding road conditions at Birchwood/East Shore and Timberland and follow-up efforts
8. **Business**
    1. Update on location of third fire station (Manigold)
    2. Building demolition request for bids (Manigold)
    3. Township board 2018–2019 budget amendment (Bickle)
    4. Public hearing on proposed township general fund and other funds annual budget for fiscal year 2019–2020 with no action to be taken at this time (Bickle)
    5. Second public hearing for the fire special assessment district for fiscal year 2019–2020 with no action to be taken at this time (Bickle)
    6. Update of HRA resolution (Meihn)
    7. Bids to retain a consultant to assist with conducting a community survey (Mielnik)
9. **Citizen Comments**
10. **Board Comments**
11. **Adjournment**

Peninsula Township has several portable hearing devices available for audience members. If you would like to use one, please ask the clerk.

Consent Calendar

Invoices

Invoices

to be included in Packet Addition

Summary of Billings from Gourdie-Fraser

Engineering
Surveying
Testing &
Operations

123 West Front Street
Traverse City, Michigan 49684
231.946.5874
231.946.3703

March 6, 2019

SUMMARY OF BILLINGS FOR APPROVAL FROM PENINSULA TOWNSHIP

I. General Utilities

1. Ordinance, Proposed Amendment Project# 19029E Invoice No. 19029502		1,210.00
2. Peninsula Fire Dept., - ISO Maps Project# 19029E Invoice No. 19029501		850.00
3. Peninsula Fire Dept., Fire Station No. 2, Living Quarters Modifications Project# 19029E Invoice No. 19029504		532.50
4. Peninsula Fire Dept., Swaney Road Existing Building Inspection Project# 19029E Invoice No. 19029505		625.00
	Total	3,217.50

I. Developers Escrow

A. Utility Plan Review

1. Vineyard Ridge SUP #127 Water/Sewer Extension Oversight, T&A 701-000-224-VR2 Project# 18019 Invoice No. 18081909		1,296.00
	Sub-Total	1,296.00

B. Project Review and Management

1. The 81 SUP #123, Legal Deposition Project# 19029E Invoice No. 19029503		780.00
	Sub-Total	780.00
	Total	2,076.00

GRAND TOTAL **$5,293.50**

Invoice

Gourdie-Fraser, Inc.
123 West Front Street, Suite A
Traverse City, MI 49684
Phone: 231-946-5874, Fax: 231-946-9634
VISA/MASTERCARD Accepted, Due Upon Receipt
A/R email: melanie@gfa.tc

ROB MANIGOLD
PENINSULA TOWNSHIP
13235 CENTER ROAD
TRAVERSE CITY, MI 49686

March 6, 2019
Project No: 18019
Invoice No: 1801909

T&A 701-000-224-VR2

Re: Vineyard Ridge SUP #127 Water/Sewer Extension Oversight

Services Performed: Engineering services to assist with the review of record drawings/report and turnover documents to ensure compliance and full time on site observation services as fully described in proposal letter dated January 4, 2018 and additional escrow letters dated October 3, 2018 and December 4, 2018.

*Additional Services:

1. Stake utility location of water/sewer per owner request (per email dated 02-27-19) for Charter utility install. $650.

Professional Services from January 13, 2019 to March 2, 2019
Fee

Billing Phase	Fee	Percent Complete	Earned	Previous Fee Billing	Current Fee Billing	
Construction Observation/Testing Svcs	50,185.00	100.00	50,185.00	50,185.00	0.00	
Plan/Closeout Review	1,700.00	100.00	1,700.00	1,054.00	646.00	
Project Turnover	1,500.00	0.00	0.00	0.00	0.00	
*1 Stake Utility Location Water/Sewer	650.00	100.00	650.00	0.00	650.00	
Total Fee	54,035.00		52,535.00	51,239.00	1,296.00	
			Total Fee			**1,296.00**
				Total this Invoice		**$1,296.00**

Invoice

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ROB MANIGOLD
PENINSULA TOWNSHIP
13235 CENTER ROAD
TRAVERSE CITY, MI 49686

March 6, 2019
Project No: 19029E
Invoice No: 19029503

Re: The 81 on East Bay, SUP#123

Services Performed: Engineering services for attendance to provide deposition at attorney Moothart's office on January 25, 2019.

Professional Services from January 13, 2019 to March 2, 2019

Professional Personnel

	Hours	Rate	Amount
Sr. Project Manager	6.00	130.00	780.00
Totals	6.00		780.00
Total Labor			**780.00**
		Total this Invoice	**$780.00**

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ROB MANIGOLD
PENINSULA TOWNSHIP
13235 CENTER ROAD
TRAVERSE CITY, MI 49686

March 6, 2019
Project No: 190296
Invoice No: 19029502

Re: Proposed Ordinance Amendment

Services Performed: Review of ordinance for compliance with state, local and regulatory requirements particular to wetland, floodplain and ordinary high water (OHW) mark. Services include review with survey staff, township staff and draft revisions to document.

Professional Services from January 13, 2019 to March 2, 2019

Professional Personnel

	Hours	Rate	Amount	
Sr. Project Manager	7.00	130.00	910.00	
Professional Surveyor II	2.50	120.00	300.00	
Totals	9.50		1,210.00	
Total Labor				**1,210.00**
		Total this Invoice		**$1,210.00**

Invoice

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ROB MANIGOLD
PENINSULA TOWNSHIP
13235 CENTER ROAD
TRAVERSE CITY, MI 49686

March 6, 2019
Project No: 19029E
Invoice No: 19029501

Re: Peninsula Fire Department - ISO Maps

Services Performed: Create maps and updates per ISo requirements, meeting and discussion with fire chief

Professional Services from January 13, 2019 to March 2, 2019

Professional Personnel

	Hours	Rate	Amount
Design CAD Technician III	1.50	85.00	127.50
GIS Specialist	8.50	85.00	722.50
Totals	10.00		850.00
Total Labor			**850.00**

Total this Invoice **$850.00**

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13235 CENTER ROAD
TRAVERSE CITY, MI 49686

March 6, 2019
Project No: 19029E
Invoice No: 19029504

Re: Peninsula Fire Dept., Fire Station No. 2, Modifications to Accommodate Living Quarters

Services Performed: Engineering services for review of proposed changes, communication with fire chief and county building department, change of use permit application submission to county building department, and drawing markups.

Professional Services from January 13, 2019 to March 2, 2019

Professional Personnel

	Hours	Rate	Amount	
Proj. Manager/Structural Engineer	4.00	125.00	500.00	
Project Manager Assistant	.50	65.00	32.50	
Totals	4.50		532.50	
Total Labor				**532.50**
		Total this Invoice		**$532.50**

Invoice

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ROB MANIGOLD
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13235 CENTER ROAD
TRAVERSE CITY, MI 49686

March 6, 2019
Project No: 19029E
Invoice No: 19029505

Re: Peninsula Fire Dept., Swaney Road Existing Building Inspection

Services Performed: Engineering services for site inspection to review existing conditions, evaluation to determine ability to retrofit and letter correspondence to fire chief on findings

Professional Services from January 13, 2019 to March 2, 2019

Professional Personnel

	Hours	Rate	Amount	
Proj. Manager/Structural Engineer	5.00	125.00	625.00	
Totals	5.00		625.00	
Total Labor				**625.00**
		Total this Invoice		**$625.00**

Reports

Peninsula Community
Library

Peninsula COMMUNITY LIBRARY

MARCH 2019 REPORT

Statistics for February

Circulation Feb 2019 – 2046
Circulation Feb 2018 – 2706
Outgoing Hold Transits – 682
Incoming Hold Transits – 215
Internet Users – Not Available
Reference Questions – 201
Special Requests – 13
New Card Registrations – 2 (Temp 0)
Manual Checkouts - 30
Volunteer Hours – 47.5 Hours, 11 Volunteers
Garden Volunteers – 0 Hours, 0 Volunteers
Student Volunteers – 2 Hours, 2 Volunteers

February Activity Attendance

(306@ 16 programs)

Story Stew (3 sessions) – 52
Table Crafts - 132
Pageturners Book Club – 14
Yoga (2 sessions) - 18
Tech Free Day - 5
Reading Dog (3 sessions) – 44
Threads (2 sessions) - 6
Tech Help – 2
Chapter Chicks – 12
BINGO - 21

ODDS AND ENDS

The building of the new library is expected to be on schedule. Weather has put the project two weeks behind. However, Grand Traverse Construction plans to make that up on weekends when the weather improves. The structure should be completely sheathed, enclosed and dry within two weeks. June 30 remains the target date.

The Books at the Boathouse event is Tuesday, April 2nd from 6-9 p.m. Both a live and silent auction will be held. Tim Carroll is the speaker and as of 3/7, only 10 of 80 tickets remained. Funds earned go to the Building Fund.

The building fund is at **$2,295,000 as of 3/7/19.** Approximately $200,000 additional must be raised, to cover expenses outside of actual construction.

The school is beginning a redesign of the space that is the library beginning July 1. Should our new library not be ready, boxes will be stored in the Carriage House and the library will need to close. Staff will use that time to ready new spaces.

Fred Zwemer has, at Vicki's request, offered to design a Little Free Library for outside the new building. We would stock it with books that are available on a "take a book, share a book" basis. This would provide materials for patrons on days we might be closed or outside of regular hours.

Circulation continues to drop as patrons are more and more inconvenienced at the lack of parking. PCL staff as well often can't find space to park. This will change in our new building!

Grand Traverse County Road Commission

GRAND TRAVERSE COUNTY ROAD COMMISSION

"Our mission is to upgrade and maintain a safe and efficient road system."

TO: Chair – Board of Commissioners
FROM: Brad Kluczynski, Manager
DATE: March 11, 2019
SUBJECT: **REPORT FOR THE MARCH 20, 2019 MEETING AT 8:00 A.M. IN THE COMMISSION CHAMBERS 400 BOARDMAN AVENUE, TRAVERSE CITY**
cc: Board of County Road Commissioners

A GTCRC representative will be available to provide more detailed responses at the BOC meeting on the following items:

1. **East-West Corridor Consultant** – The February 18, 2019 public meeting had more than 200. To ensure greater input, the Public Survey deadline was extended until March 15. Display boards are in the County Cafeteria.

2. **MDOT ITS Devices** – MDOT gave a presentation regarding placement of MDOT traffic data devices on our county roads. The Board was favorable to continuing the discussion. No agreements have been made.

3. **Zimmerman Road** – Landowners north of the current cul-de-sac on the Zimmerman Road Extension have proposed providing right-of-way to GTCRC which would extend to Harris Road. The Board will continue discussions on this offer at their March 28, 2019 meeting.

4. **Traverse City DDA** – The Board renewed its position regarding the transfer of road millage funds to TIFs. This position was reiterated in response to the TC-DDA discussion to revive their TIF 97.

5. **Budget 2019** – With two carryover 2018 projects, our 2019 budget will be $24 million. This is the largest budget in Grand Traverse County Road Commission history. .

6. **Road Projects for 2019** – Our initial set of bids were awarded at our February meeting as follows.

Chip Seal 2019 – Pavement Management Systems, LLC - $1,422,709.64

Road Name	Start	End
Bates Rd	Hawley Rd	change in pvmnt
Bates Rd	Yuba Rd	US-31
Beitner Rd	US-31	Williams Rd
Betsie River Rd	Benzie Co Line E'ly	Karlin Rd
Bowers Harbor Rd	Peninsula Dr	Seven Hills Rd
East Shore Rd	Birchwood Ave	M-37 / Center Rd
Hawley Rd	Sayler Rd	Bates Rd
Island View Rd	Peninsula Dr	M-37 / Center Rd
Karlin Rd	Wexford CL N'Ly	S. of Nessen Rd
N South Long Lake Rd	Eastwood Shores	Secor Rd
Nessen Rd	Benzie Co Line E'ly	Praha/Slovan Sts
Old Mission Rd	M-37 / Center Dr	Swaney Rd
Peninsula Drive	McKinley Rd	Peninsula Hills Dr

Peninsula Drive	Hawks Ridge Dr	Bowers Harbor Dr
Ranch Rudolf Rd	Hobbs Hwy	Muncie Lake Rd
South Long Lake Rd	US-31	Fischer Rd
W County Line Rd	Jewell Rd	M-37

Crack Fill 2019 – Wolverine Sealcoating, LLC - $259,688.04

Road Name	Start	End
Cass Rd	S. Airport Rd	TC S. City Limits
Cedar Run Rd	Benzie County Line	800' West of Barney Rd
Clark Rd	M-113	Voice Rd
County Road 633	Hamlin Rd	Blair Township Hall
East Duck Lake Rd	County Road 633	US-31
Fife Lake Rd	Fife Lk N Vlg Limits	Vans Lane
Fife Lake Rd	US-131	Cedar Creek Rd
Hobbs Hwy	Garfield Rd	Supply Rd
Karlin Rd	Nessen Rd	Vagabond Ln
Keystone Rd	Beitner Rd	930' N of Hammond Rd
Nessen Rd	Praha/Slovan Sts	Karlin Rd
North Long Lake Rd	Benzie County Line	Edgewood Ave
Parsons Rd	3 Mile Rd	Avenue B / City Limit
Peninsula Drive	TC N City Limits	McKinley Rd
River Rd	Beitner Rd	Garfield Rd
S Airport Rd	Cass Rd	Park Dr
S Airport Rd	Garfield Rd	Townline Rd
S Long Lake Rd	Fischer Rd	Eastwood Shores
State Rd	Fife Lk E Vlg Limits	Ingersol Rd/Co Line
Summit City Rd	E 2 Rd / County Line	M-113
Supply Rd	High Lake Rd	Grand Kal Rd
Three Mile Rd	Parsons Rd	US-31
Voice Rd	Garfield Rd	Pierce Rd
W County Line Rd	Traverse Rd	Jewell Rd

HMA (Paving) 2019 – Elmer's Crane and Dozer - $2,645,580.55.

Road Name	Start	End
Beitner Rd	US-31 / M-37	Williams Rd
Betsie River Rd	Benzie Co Line	Karlin Rd
Birmley Rd	Keystone Rd	Garfield Rd
Bowers Harbor Rd	Peninsula Dr	Seven Hills Rd
East Shore Rd	Birchwood Ave	M-37 / Center Rd
Garfield Rd	919' S of Slocum Rd	Potter Rd
Island View Rd	Peninsula Dr	M-37 / Center Rd
N South Long Lake Rd	Address 1450	Address 1538
Nessen Rd	Benzie Co Line	Slovan Ave
Old Mission Rd	M-37 / Center Rd	Swaney Rd
S Long Lake Rd	US-31	Fischer Rd
Tilton Rd	Cedar Run Rd	M-72
Voice Rd	Pierce Rd	Knight Rd

GRAND TRAVERSE COUNTY ROAD COMMISSION

"Our mission is to upgrade and maintain a safe and efficient road system."

W County Line Rd	Address 11348	Address 11020
Youker Rd	Horton Creek	County Road 633

(231) 922-4848 ph · (231) 929-1836 fx · www.gtcrc.org
1881 LaFranier Road · Traverse City, Michigan 49696-8911

Planning Commission 2018 Annual Report

PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
Ph: 231.223.7322 Fax: 231.223.7117
www.peninsulatownship.com

To: Peninsula Township Board

From: Monnie Peters, Planning Commission Chairperson

Date: March 13, 2019

Re: Annual Report Attached

Please find the 2018 Annual Report from the Peninsula Township Planning Commission. This document was approved at the February 25th Meeting. As you know, an annual report is required by Section 125.3819 of the Michigan Planning Enabling Act of 2008.

2018 ANNUAL REPORT

2018

Peninsula Township Planning Commission

2018 Annual Report

PENINSULA TOWNSHIP PLANNING COMMISSION

INTRODUCTION

According to the Michigan Planning Enabling Act, Public Act 33 of 2008, as amended, township planning commissions in Michigan are required to provide an annual report to their township boards. This annual written report to the legislative body of the local unit of government should address the planning commission's operations and the status of planning activities, including recommendations regarding actions by the legislative body related to planning and development.

OPERATIONS

Per statutes, the Peninsula Township Planning Commission consists of seven appointed members. As of December of 2018, the membership consists of the following individuals:

Member	Term Ends
Monnie Peters, Chairperson	August 2021
Donna Hornberger, Vice Chairperson	August 2020
Todd Oosterhouse, Secretary.....	August 2019
Al Couture.....	August 2020
Isaiah Wunsch	August 2019
Susan Shipman	August 2019
Lawrence Dloski.....	August 2021

During 2018, Laura Serocki and Marilyn Elliott also served as planning commission members. Both individuals contributed greatly to the work of the planning commission and will be missed. Mr. Todd Oosterhouse and Mr. Larry Dloski replaced Ms. Serocki and Ms. Elliot.

Committees

The work of the planning commission has been supported by several committees. The zoning rewrite committee met more than twenty times in 2018, carefully reviewing existing zoning text and recommended edits provided by a planning consultant. Other committees active in 2018 included committees working on amendments to farm processing facility regulations, bylaws, the Bowers Harbor Vineyard special use permit, and the master plan.

Staff

Randy Mielnik is Peninsula Township's planning director. He began work full time in August. Gordon Hayward is working part time on an as-needed basis. In the future, the township anticipates hiring an assistant planner.

Reports

In 2018, Peninsula Township hired Networks Northwest to evaluate local planning activities. Staff from Networks Northwest met with local staff/officials, reviewed recent planning activities, and made several operational and strategic recommendations.

GENERAL STATUS OF PLANNING ACTIVITIES

Planning activities are generally divided into current planning and long-term planning. Current planning generally refers to matters that involve pending or proposed development projects. Examples include proposed special use permits (SUPs), rezoning (often related to pending development activities), and organizational issues. Long-term planning relates to matters such as updates to planning documents (master plans, corridor plans, etc.), zoning code amendments, and community engagement/consensus-building efforts. The general status of current and long-range planning activities includes the following:

Current Planning (Major Items)

- **Peninsula Community Library** – special use permit
- **Brys Winery** – special use permits (amendments #3 and #4)
- **Bowers Harbor** – ongoing discussions and meetings regarding special use permit amendment
- **Bylaws update** – work has begun to update bylaws to better align procedures and rules with best practices

Long-Range Planning

- **Zoning amendments:** **1)** Farm processing facility – approved by the township board as amendment 197, **2)** Escrow provisions - approved by township board as amendment 196, **3)** Flood plain and wetland regulations - approved by township board as amendment 195 **4)** Enforcement provisions- approved by township board as amendment 194
- **Short-term rental and junk regulation:** Joint committee work
- **Zoning update:** after about three years, the zoning update project with both text and zoning map is nearly complete and ready for public review with public workshops planned for early 2019
- **Future community survey and master plan update:** groundwork is being laid to launch a formal community survey and master plan update

RECOMMENDED ACTIONS TO THE TOWNSHIP BOARD RELATED TO PLANNING

Looking toward the future, Peninsula Township has many pressing planning needs. As 2018 ended, we found ourselves without a current community survey that tells us what residents think about fundamental planning and community issues. The last survey was done in 2006, and while it did a good job of identifying community preferences at that time, it is no longer reliable and might not accurately reflect current community attitudes. We have new residents, new issues, and incomplete knowledge of what residents desire for the future. We also have a master plan that needs to be formally updated. The last complete document was produced in 2011. Since then, work has taken place to identify shortcomings and needed updates, but we lack the kind of complete, up-to-date, impactful, and visionary document Peninsula Township deserves.

As discussed at the joint township board and planning commission meeting held on January 22, 2019, the following steps are anticipated in in 2019 and beyond:

1. **Proceed with steps to roll out the zoning update document to the public.** An updated and more modern zoning code is long overdue, and this substantial work effort aims squarely at the target of adding clarity, precision, and a much greater degree of user friendliness to the code. The existing zoning code contains many valuable provisions that have been carefully thought out along with many other provisions that need attention and updates to align to best practices. It is very important to note that larger regulatory issues are intentionally being set aside until a new master plan provides solid policy direction for additional updates.

2. **Move forward on the community survey early in 2019.** A new community survey is desperately needed and is foundational to three key planning needs in Peninsula Township. First, survey results need to help us define subsequent community engagement steps for the new master plan. Second, updated survey information is needed to guide future steps to regulate short-term rentals. Third, we can look to a new survey to help provide an early indication of how residents might vote on a new ballot measure to continue the PDR program.

3. **Move forward on an M-37 corridor transportation management plan.** The need for a corridor plan has surfaced before regarding vehicular circulation, access management, and non-motorized transportation. In terms of vehicular circulation, issues concern access management and the need to work closely with MDOT on optimal driveway locations, sight distances, and vehicular safety. There are also questions about how non-motorized transportation can be accommodated with the highest levels of safety and functionality. MDOT is available to work with the township on this plan early in 2019.

4. **Begin steps to update the master plan.** While the more substantial portions of the master plan development process should take place *after* the community survey is complete, preliminary and introductory work can begin. These preliminary steps include assembling information related to demographics, economic conditions, and natural resources and identifying trends, regional influences,

and so on. This preliminary work can begin while the community survey and M-37 corridor plan are underway. The survey results will draw attention to key issues that can be the topics of more intensive planning workshops with interactive community engagement down the road.

The planning commission enthusiastically embraces 2019 as planning initiatives roll out and deepen our ability to help shape the future of Peninsula Township in accordance with best planning practices.

Ordinance Violation Summary

Peninsula Township Ordinance Enforcement Officer
Ordinance Violation Summary by Month
January Through December 2019

Zoning Ordinance	J	F	M	A	M	J	J	A	S	O	N	D	**Total**
Signs in ROW	2	2											4
Signs outside ROW													0
Car & Boat For Sale in ROW													0
Short-term rental													0
Outside Storage	1												1
Setback Violation	1												1
Fence Violation													0
Beach - Tree Cutting		1											1
Beach - hoists/docks													0
Night Sky Violation	5	1											6
LUP Check/Violation													0
SUP Check/Violation		1											1
Total Zoning	9	5	0	0	0	0	0	0	0	0	0	**0**	14
Junk Ordinance													0
Fireworks Ordinance													0
Dangerous Bldg													0
Stormwater Ord.													0
Large Event Ordinance													0
Noise Ordinance													
Total Other Ordinances	0	0	0	0	0	0	0	0	0	0	0	**0**	0
Total All Ordinances	9	5	0	0	0	0	0	0	0	0	0	**0**	14
Citations Issued	0	0	0	0	1	1		0	0	0	0	0	2
Officer's Hours Worked	36.3	25											61.3
Officer's Miles Driven	94	59											153

Gourdie-Fraser Engineer Report

Peninsula Township
Engineer Report
March 20, 2019

General Utilities

Special Assessment District Projects: The project is 99% complete. Maple Terrace, Braemer, Westwind, and Old Mission Road / Drain SADS was accepted and closed out by the Township in September 2018. We are still waiting final paperwork from Elmers for Logan Hills and once received will close out this final SAD (expected next month). GFA is also working with GTCRC on their reimbursement / contribution for SADS now that project is closed out and should have rectified by end of March.

GIS Mapping: GFA has been working with the DPW to create an asset management program for the Township with respect to the Water and Sewer Infrastructure. GFA also was working with Rural Fire in preparing ISO maps as they are conducting their insurance rating study.

Planning / Zoning Review Process: GFA has been attending as needed study sessions with Township Board and Staff to assist with establishing a defined checklist of requirements per the Ordinances, organizational and mainstream flow chart process for developments making application. Currently, GFA has offered assistance and input with review of the proposed zoning ordinance (specifically coastal zone, floodplain and wetland sections)

General Projects

Park Grants:

A. Bowers Harbor: GFA was working with Staff and Park Board on two (2) DNR Trust Fund Grants submissions for improvements and expansion to Bowers Harbor Park. Applications were submitted in 2018 and did not score high enough to obtain a grant. Township staff elected to apply again, as all paperwork is in place with some minor updates. A resolution was approved at the February meeting and intend on submitting applications by April 1st.
    1. TC Track Club has donated $25,000 with $25,000 match from Township ($50,000 total) to construct a nature trail on the recently acquired Bower Harbor property. The Township approved GFAs proposal to assist with an RFP to solicit bids to construct. This will be completed by the end of April for a summer 2019 construction.
B. Lighthouse: GFA is working with Township Staff and Park / Rec Committee to prepare a scope of work and fee to create a future master plan for the park including capital improvements. Once finalized, will adopt and have a document for use to help facilitate grants.
C. Haserot Beach: GFA is working with Township Staff and Park / Rec Committee to prepare a DNR Waterways grant application including concept drawings and cost estimate to reconstruct the boat launch and parking lot. Application is due April 1st.

Plan Reviews

Vineyard Ridge SUP #127:

a. Water / Sewer: GFA is under contract (escrow) to provide full time utility inspection / testing. All utilities have been installed and GFA is working with applicant to turnover utilities to Township including record drawings and paperwork. Expected to be completed end of March

b. **Storm water:** GFA is under contract (escrow) to provide Storm water inspections weekly and after rain events. To date all SESC measures are in compliance

SUP #123 - 81 Parcel: Construction has began and recent request submitted to Township for LandUse permit for Lots 2 and 3 has been received. GFA has reviewed information and provide response to applicant for items needed to accommodate request including need for a bond for outstanding site amenities and permits specific to each site

Mari Vineyard/ Residential: GFA completed plan review for watermain extension to service proposed development. Application was submitted and DEQ permit issued in December 2018. GFA awaiting notification from application and will provide full time inspection through an escrow fee

SUP #128 Community Library: Construction of the site has began (Grading / Land use permit have been issued). GFA is maintaining the project status checklist for project.

Private Road Review – Buchan Blvd,: GFA provided engineering review of plans for compliance with Section 7.10 of the Ordinance. Awaiting revisions and once provided will review again.

Minutes from Feb. 19, 2019

PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
Ph: 231.223.7322 Fax: 231.223.7117
www.peninsulatownship.com

Town Board Special Meeting
Township Hall
February 19, 2019
7:00 p.m.
Minutes - Draft

1. **Call to Order** by Supervisor Manigold at 7:00 p.m.
2. **Pledge**
3. **Roll Call**; Sanger, Wahl, Bickle, Manigold, Chown, Achorn
   Absent: Wunsch – Also present; Randy Mielnik, Planner and Jennifer Hodges, GFA
4. **Brief Citizen Comments (for items not on the agenda)**
   Joanne Westphal, Presented letter that was requested to be placed in the January 2018 newsletter, this was a farewell note which was not published in the newsletter, upon Westphal inquiring from Clerk Chown why this was not published in the newsletter it was stated that it was from the advice from the Township legal counsel that it not be placed in the newsletter. It was requested by Westphal that her letter be placed in the Township Board meeting minutes of February 19, 2018.

Prelude

This brief note was submitted for inclusion in the January Newsletter from the Township to its residents. Both I and the appointed clerk who was to take office on January 1, 2019, agreed that a note from the me would be appropriate. However, the farewell note was never published; when I inquired of the new clerk, Ms. Becky Chown why it was not put in the newsletter, she said it was on the advice of the Township Attorney, Mr. Meihn.

I would like to have this correspondence to my fellow residents placed in the minutes of this Town Board meeting (February 19, 2019), and thus, become part of the public discourse and record. Thank you.

"A Farewell Note From Your Elected Clerk—

Dear Residents of Peninsula Township:

It has been my honor and privilege to serve you over the past twenty-seven months as your elected clerk. I found my job extremely interesting, challenging, and rewarding, with work that was diverse beyond all my expectations. Most of all, I enjoyed representing you on some of the most difficult decisions facing the future growth of this Peninsula. Please know that I did my best to maintain a clear, objective, and informed view of the issues surrounding Town Board matters. In the end, my professional stand on matters affecting you, have caused me to retire early from my post. I ask you to stand vigilant in the decisions that are being made every day in the Township, because these decisions truly do affect your quality of life and rights as a property owner on the Peninsula. I also ask you to support the new clerk and deputy clerk, who will assume their demanding roles as public servants. Best wishes and fond farewell.

Joanne M. Westphal, Clerk
December 31, 2018"

5. **Approve Agenda**
Moved by Wahl to approve the agenda as presented, seconded by Bickle.
Passed Unam

6. **Conflict of Interest** - None

7. **Consent Agenda**

Any member of the board, staff, or the public may ask that any item on the consent agenda be removed and placed elsewhere on the agenda for full discussion.

1. Invoices (recommend approval)
2. Reports
   A. Peninsula Township Engineer Report
   B. Fire Department Monthly Report
   C. Fire Department Annual Report, 2018
   D. Code Enforcement Officer Report through December 2018
   E. Peninsula Community Library Monthly Report
3. Correspondence
   A. Brian Thomas
   B. Former Peninsula Township Park Commission
   C. Benjamin Marentette
   D. Attorney Greg Meihn regarding Open Meetings Act
3. Minutes from township board special meeting on January 10, 2019, township board special meeting on January 16, 2019, regular township board meeting and joint township board and planning commission meeting on January 22, 2019, and township board special meeting on January 31, 2019 (recommend approval)
4. Emergency medical services (EMS) fee increase (recommend approval)
5. Request to add Benjamin Bakker to the fire department roster (recommend approval)
6. Appoint Isaiah Wunsch as township board rep. to the steering committee to update the township's master plan
7. Internship authorization for Scott Rokos

Bob Boleck, 7398 Peninsula Drive, requested that item number A. be removed from the consent agenda. Requested to add to this report on the drainage that was installed wanted add that they have gotten the water off the road but for the past 55 years, however water is still running by his property and it is still an issue with maintaining the ditch to take care of the water problem.

Manigold; Referred this to Jennifer Hodges of GFA to investigate

Achorn; Requested corrections to meeting minutes 1/16/19 bottom of page 2 should read HSA, minutes of 1/22/19 under item no. 9 Citizen Comments –Paradise Township, minutes of 1/31/19 bottom of 1st page – GTCA and checks and balances, requested this sentence be clarified.

DRAFT

Moved by Bickle to approve the agenda as amended, seconded by Whal.
Roll Call **Passed Unam**

8. Business

1. Wastewater treatment plant refunding proposal (Bickle)

Bickle; Requested that item number 8, be addressed first and introduced the County Treasurer, Heidi Scheppe to present the new bond that is being proposed.

Meihn; Requested that an appropriate motion be made to move item number 8, of the agenda up to item number 1.

Moved by Bickle to move item number 8, of the agenda under new business to item number 1, on new business, seconded by Wahl.

Passed Unam

Heidi Scheppe, Grand Traverse County Treasurer, resolution in packet to approve for the refunding of the Waste Water Treatment bond. In 2011 the Township along with the City, Garfield, Acme, East Bay and Elmwood Townships to issue bonds for the City Waste Water Treatment Plant there is only three years left on the current bond and after the May payment the bond balance will be $6,480,000.00, we have the opportunity even though there is only three years left to refund it that will generate a savings of approximately $150,000.00 which will be dispersed back to the Townships depending on the shares of the savings. We have the ability to send out an RFP to the banks that will generate some low interest bids the benefit to this is that we do not have to go through the Standards and Cores rating and we don't have to pay for additional bond counsel cost and if we get a $140,000.00 savings then we can avoid going out for bond costing. Either way this would be done if there was a savings and in order to do this the resolution has to be approved by the Township.

Manigold; Resolution was passed at the DPW, each individual Township and the City participating has to pass this resolution.

Moved by Manigold to accept Grand Traverse County's Resolution to authorize funding of Grand Traverse County, Traverse City Waste Water Treatment Plant Upgrade Refunding Bonds 2011, seconded by Bickle.
Roll Call **Passed Unam**

2. Proposed fire station number 3 (Gilstorff)

Gilstorff; Presentation by Chief Gilstorff addressing issues that are weak in the Township, looking to the northerly portion of the Township to improve fire services and response times for the residents of Peninsula Township. Spoke about the ISO (Insurance Services Office) ratings which affect the cost of insurance paid out by the residents of the Township. The Township owns the subject property and the current structure located on this property is not sustainable for use of a station. Modifications would have to be made to the structure in order for the building to be beneficial for a proposed station. The proposed structure would be 30 feet by 40 feet and would be

moved to the westerly portion of the property. The cost of the new structure would run approximately $76,500.00. Demolition of current building would cost $6,700.00, the overall price of this project would be $83,200.00. Moving a truck in this area improves the firefighter's response time with emergency services. Requested the Board to approve Chief Gilstorff to seek RFP's, the first would be for the demolition of the existing building and then to work with Gourdie-Fraser, Jennifer Hodges, to then go out for bids for the new structure.

Board discussion

Moved by Bickle to authorize Chief Gilstorff working with Gourdie-Fraser to go out for bids, would like to have at least three bids which will address the current facility and its demise, removal and or build-up, would also propose once we have information back, we set a public hearing to be held at a date yet to be determined.

Wahl; amended to add the public hearing should be held when summer residents are more likely to be here as there may be some backlash by the residents while they are vacationing, a date to be determined, seconded by Wahl. **Passed Unam**

3. Request for approval to seek bids on a new tanker (Gilstorff)
Gilstorff; There are five water sources on the Peninsula most of them are boat launches, which are on ramps the current vehicle needs to park on the ramp in order to gain access to the water resources this creates an issue as the current truck can only draft water from 20 feet away from the water source. Proposing to replace the current tanker with a vacuum tanker which would allow them to draft water from up to 70 feet away from the truck, this vehicle is also manpower friendly requiring less use of personal and increases from a 2,000-gallon tanker to a 3,000-gallon tanker. The proposed truck will allow 2 loads compared to the 1 load of the conventional tanker that the Township currently owns. Money is available in the fire budget for next year. Looking for a ten-year plan as the truck will cost around $350,000.00.

Board discussion

Moved by Sanger to authorize Fire Chief to go out for bids for a new tanker, seconded by Chown.
Roll Call: Manigold – Yes, Chown- Yes, Achorn – Yes, Sanger – Yes, Wahl – Yes, Bickle – No.
Passed 5-1

4. Lease contract to purchase new fire truck
Bickle; The firetruck that was approved the accusation on was on a ten-year finance option so instead of one check this is split over a ten-year period it is not a lease just simply a finance, the payment schedule was provided in packets, seeking approval of the Board so the Clerk and Supervisor can sign the necessary documents.

Moved by Bickle to authorize the Clerk and Supervisor to sign the agreement, seconded by Wahl.
Roll Call: **Passed Unam**

5. Surplus fire department vehicles (Gilstorff)
Manigold; Talked about doing in the last meeting but was not clear in the minutes we have two vehicles, the Chiefs and the snow plow truck that we would like to declare as surplus to be sold.
Gilstorff; This would include the lights as the new vehicles would come with lights.

Moved by Bickle to declare these items as surplus, seconded by Whal.
Roll Call: **Passed Unam**

6. Correct motion from 1/8/2019 meeting
Meihn; Wanted a clarification of what was involved with this on January 8th, and how an issue was brought about and then he could legally guide the Board on what the actions should be.
Mielnik; This issue was discovered when Clerk Chown was doing her synopsis on recent meetings to be published in the paper. It was discovered in looking back at the minutes from January 8th there was a motion on the Farm Processing amendment, it was amendment number 197, to the Zoning Code in the material that was presented to the Board there was a list of three separate amendments to be made and during the meeting Rob read all three of those pieces to be amended and described the motion as amending all three and in the minutes that were prepared and adopted the motion that was made by Mr. Wunsch indicated only one of the three sections. Reviewing the tape from that meeting there was a clarifying question that was asked by Rob if he meant all three and the answer was yes. So, we have a situation where the minutes were approved but do not reflect the action that was taken so in discussion with Mr. Meihn, we have a modified amendment to the motion.
Meihn; Request that Mielnik identify all three that were supposed to be a part of the amendment.
Meilnik; They are listed in the minutes under the discussion from Mr. Manigold as he read all three of the sections to be changed, they are sections 6.7.2.19.b.4 number 2, the second was 6.7.2.19.b.6.5 and the third, 6.7.2.19.b. number 6.
Meihn; Outlines from the Open Meetings Act that a public body shall make corrections to the minutes at the next meeting after to which the minutes refer. This was a January 8th meeting those corrections should have been made at the next previous meeting so we are beyond that time frame by a few meetings. Those minutes usually become final and as a result you are subject to the Open Meetings Act to make any corrections at all to minutes that you have previously approved. However, under Robert's Rules of Order eleventh addition which is recognized in the State if the existence of an error, material or omission becomes reasonably established after approval, even many years later, the minutes can then be corrected by what is called a motion to amend something previously adopted. It does require two-thirds vote or a majority vote or a vote of the majority of membership or unanimous consent. Discusses the appropriate motion.

Moved by Sanger to amend the January 8th decision regarding zoning amendment 197 which was adopted on January the 8th provide all three sections of the ordinance be included in said

motion, those sections being 6.7.2.19.b.4, 6.7.2.19.b.6 and 6.7.2.19.b.6 previous should have been b-5 and b-4.2 by these three sections, seconded by Bickle.
Roll Call: **Passed Unam**

7. Resolutions of support and authorization for improvements at Bowers Harbor Park via the Michigan Natural Resources Recreation Passport and Michigan Natural Resources Trust Fund (Hodges)
Hodges; Gave a history of the DNR Trust Fund grants that were applied for in 2018 and the DNR approval ratings for each of these grants. Looking to apply for these grants again for 2019 which requires new resolutions approved by the Township Board. Requesting to reapply not only for the DNR Trust Fund grants but also including resolution to apply for the Passport grants as well this is the same 50 percent matches as previously, these are due by April 1st.

Board discussion

Manigold; Whereas, Peninsula Township supports the Department of Natural Resources' (DNR) submission of an application titled, "Bowers Harbor Park Improvement Project" to the Michigan Natural Resources Recreation Passport for development of improvements to the playground equipment at Bowers Harbor Park.

Moved by Wahl to approve the above stated resolution, seconded by Bickle.
Roll Call: **Passed Unam**
Motion amended by Wahl to include the amended date of February 19, 2018, seconded by Bickle.
Roll Call: **Passed Unam**

Manigold; Whereas, Peninsula Township supports the Department of Natural Resources' (DNR) submission of an application titled, "Bowers Harbor Park Expansion Project" to the Michigan Natural Resources Recreation Passport for development of trails and parking at Bowers Harbor Park.

Moved by Wahl to approve the above stated resolution to include the amended date of February 19, 2018, seconded by Bickle.
Roll Call: **Passed Unam**

Manigold; Resolution of Support and Authorization, Whereas Peninsula Township supports the Department of Natural Resources' (DNR) submission of an application titled, "Bowers Harbor Park Improvement Project" to the Michigan Natural Resources Trust Fund for development of improvements to the playground equipment at Bowers Harbor Park.

Moved by Wahl to approve the above stated resolution to include the amended date of February 19, 2018, seconded by Bickle.
Roll Call: **Passed Unam**

Manigold; Whereas, Peninsula Township supports the Department of Natural Resources' (DNR) submission of an application titled, "Bowers Harbor Park Expansion Project" to the Michigan Natural Resources Trust Fund for development of trails and parking at Bowers Harbor Park.

Moved by Wahl to approve the above stated resolution to include the amended date of February 19, 2018, seconded by Bickle.
Roll Call: **Passed Unam**

8. Proposal for civil engineering services for the Bowers Harbor Expansion Trail (Hodges)
Manigold; Traverse City Track Club donated $25,000.00, to support the project of the Bowers Harbor Expansion to the trails, the Township also approved a $25,000.00 match to that project. The $50,000.00 still needs to be used for a handicap accessible trail to connect to the existing trail. Requesting approval for Jennifer Hodges to go out for bids to complete this project.

Board discussion

Moved by Wahl to approve civil engineering services for Bowers Harbor Expansion Trail, seconded by Manigold.
Roll Call: **Passed Unam**

9. Bids for tree removal at the lighthouse (Mielnik)
Mielnik; Last year the Township requested an assessment on the forestry around the Lighthouse they came back with a report which identified a number of trees to be removed and pruned with a map indicating an outline of the work which needed to be completed. Some of this work could be done by Bob Wilkinson which left a number of other projects that still needed to be completed by an outside contractor. Request for bids was published and four bids were received and a fifth one was received past the deadline date. The lowest bid was from Brothers Tree Services. Mielnik has contacted the references listed by them, insurance verification is still needed for this proposal.

Board discussion

Moved by Wahl to approve Brothers Tree Services, Smith Road, Traverse City, for the amount of $6,600.00, to cut the dangerous trees at the Lighthouse and allow the Supervisor to sign the contract, seconded by Sanger.
Roll Call: **Passed Unam**

10. Resolution to establish a new park board (Meihn)
Meihn; In the packet is a Resolution to approve the new Park Committee.
Manigold; Reads the Resolution into the record (Signed and approved Resolution is on file in the Clerk's Office).

DRAFT

Wahl; Requested corrections on the spelling of Manigold's name and requested clarification of the length of members serving on the Committee.
Meihn; Clarifies

Moved by Wahl to approve Peninsula Township creating Parks Committee without the first paragraph and the correct spelling of Manigold's name, seconded by Bickle.
Roll Call: **Passed Unam**

11. Oral report from the advisory personnel committee regarding FLSA compliance
Meihn; Requested that before this item addressed, he wanted to outline changes to the OMA and the FIOA. These were both power point presentations with provided handouts, this was an update and training for the Board of Trustees. Meihn's presentation is available in the packet for full review.

Meihn; Reminds the Board that in December when previous Clerk Westphal was getting ready to vacate her seat, this Board had received a second complaint of bullying and inappropriate treatment. The Supervisor was given a copy of the report which was distributed to the Trustee's. A FOIA request was received from the newspaper which has been complied with but in that investigation the individual decided not to move forward with the complaint because the former Clerk decided to resign. A couple of issues were raised that are concerning and these things deal with complaints from Christina and Susan that they had not been properly compensated for time which was worked. An email was received from the former Clerk that she was following procedures that had been in place by the prior group. Those prior processes and procedures that were claimed to be followed were not verified by Meihn. Marge was also questioned by the former Clerk on time records kept and asked to provide those of which Marge believed that she did not have to provide as an exempt employee. Meihn outlines that if you have an hourly employee working more hours than being compensated for then there is a Department of Labor Fair Standards problem regardless of past practices or handbooks. Susan provided undisputed documentation of denied unpaid compensation to counsel Meihn in the amount of $936.91, for times when she was not paid for missed lunch time. Meihn recommends to the Board that they approve compensation to Susan for these past wages. Christina provided undisputed documentation for time that she had worked through lunches and was not compensated which came to 207.71 hours at her rate of pay which was $5,645.56. Communication was received from Mr. Rowe as related to these issues Meihn's understanding is he is aware of this issue also. This is being brought to the Board through Meihn's investigative process. No documentation has been discovered by the new Clerk to dispute these claims. Meihn has found no basis to dispute the claims of these hours. **Reads into the record**; 'When this initial was broached from me to the former Clerk in the email of December 5th the response was the payroll hours and practices that Christina and Susan refer to have been ongoing nightmare for the Clerk's office. The policy set was from the previous administration of Hoffman and Hamilton. Brenda and I did not create new policies and or practices. The new policy handbook that I have worked on for over a year address the many issues that were absent in the old handbook, I worked very hard to get the new handbook passed so we could be in compliance with FSLA (and then there are references to other people) that has helped me with that.' It doesn't matter what previous practices were you don't deduct pay

when people work through lunches and you don't refuse to pay them. The consequences are enormous they can be double penalties, twice the amount with attorney fees and a complete audit by the Department of Labor.
Bickle; Ask for clarification of Susan's hours worked.
Meihn; Clarifies, she had it as; 147 days worked she estimated 10 minutes or greater minutes each of those days that she was pulled from lunch to handle the public's business this is from May of 2017 to April 2018 and from April 2018 to April 9, 2018 she has 15 days.
Bickle; Clarifies that these amounts would get these employees caught up.
Meihn; This whole situation with Christina in making her an hourly employee when she was really an exempt employee goes away. Meihn explains the importance of maintaining time sheets for employees exempt and non-exempt.

Board discussion

Moved by Sanger for the Board to compensate Susan Peihl in the amount of $936.91 for compensation for past unpaid and further to compensate Christina Deeren $5,645.56 for past compensation unpaid, seconded by Bickle.
Roll Call: **Passed Unam**

Meihn; Addressed another employee, Robin who had submitted time sheets and the time worked although worked was cut and red-lined through and she was not compensated but she had been cut and not paid for the time in the time sheets submitted to the former Clerk.

Moved by Bickle to support Mr. Meihn's dialog with Robin so that he can conduct an appropriate investigation of time and time that has been cut or monitored back against what was actually worked, seconded by Wahl.

Passed Unam

A. Discussion regarding exempt and non-exempt staff (Sanger, Meihn)
Meihn; Power point presentation which is available in the packet for full review, this was an outline of proper classification of employees.

B. Update on claims by employees regarding overtime (Sanger, Meihn)
Meihn; Power point presentation which is available in the packet for full review, this was an outline of exempt and non-exempt employees' compensation for overtime.

12. Oral report from advisory employee handbook committee
Meihn; Gave an update on the status of the employee handbook.

9. **Citizen Comments**

Monnie Peters, 1425 Neahtawanta Rd., Asked Mr. Meihn questions pertaining to the Open Meetings Act and the way the Planning Commission has been ran since she has been a member. Can a policy be created that all committee meetings be opened?

Meihn; Absolutely, best practice is every meeting regardless of title is served best by public involvement. In agreement with the best practices

Ann Griffiths, 14458 Bluff Rd., Traverse City, now that you have established the Park Commission a quarter of the year is gone and the Parks Commission has not yet begun the budget is coming up in March and there is an employee that she feels is not competent to be running around on her own making financial decisions basically unsupervised.
Manigold; This is a Township employee.
Griffiths; Looking for the Board to take over and the Board needs to get going.

10. Board Comments

Meihn; When the former Clerk was here and indicated she wanted to read into the minutes her letter that was provided to the Clerk (Chown), she had made a comment that the Clerk indicated that it wasn't posted in the newsletter because of comments or statements or my advice. As the Board knows I do not make decisions only give advice, but this comment was already made at the last meeting that she had attended, secondarily when newsletters were reviewed since 2013, you do not have reader comments of a pejorative nature by certain people against certain people. You have a newsletter that provides information and when you read the comments that say, 'Please know that I did my best to maintain a clear objective and informed view of the issues surrounding Town Board matters, in the end my professional stand on matters affecting you, have causied me to retire early from my post.' That is not informational, that is a defensive, pejorative comment that is designed to try to place blame or discord somewhere and since you don't allow those types of comments in your newsletters at least since 2013. Everyone could send in comments about others stating bad or indifferent things. The proper form was what was used prior. That was the advice given to the Clerk. Just wanted to clarify that this letter from the former Clerk was not denied to the public.

Manigold; Update on the Union contract with Gilstorff, which is signed and all good. School is getting items donated by the Library and requested that these items be stored in the basement. Susie Shipman representing the School Board requested that the Township be named in an emergency situation as a meeting place.

11. Adjournment

Move by Wahl to adjourn, seconded by Sanger.

Passed Unam

Adjournment time 9:55 p.m.

DRAFT

Minutes from Feb. 26, 2019

PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
Ph: 231.223.7322 Fax: 231.223.7117
www.peninsulatownship.com

Town Board Regular Meeting
Township Hall
February 26, 2019
7:00 p.m.
Meeting Minutes

DRAFT

1. **Call to Order** by supervisor Manigold at 7:00 p.m.
2. **Pledge**
3. **Roll Call:** Achorn, Wunsch, Sanger, Wahl, Manigold, Chown
   Absent: Bickle, Attorney Meihn
   Also present: Christina Deeren, Director of Zoning
4. **Brief Citizen Comments (for items not on the agenda)**
   Betsy Coffia, Grand Traverse County Commissioner for District One, officially introduced herself to the board and informed them that she will be attending meetings from time to time.

   John Matz, 12142 Peninsula Drive, expressed concerns with road closures due to the proposed race for the National Cherry Festival as his wife has advanced dementia and requires a care giver. He wanted to ensure that the road closures will not impede the care giver from accessing his property. Matz stated that the board of trustees should limit the number of races that are held on the peninsula.

   Garrett Bursaw, 2155 Winter Ridge, East Bay Township, works with the Cherry Festival. He expressed that by the time the care giver needs to arrive, the race participants should be past this road and there should not be any issues with being able to use the roads.

5. **Approve Agenda:**
   Moved by Sanger to approve the agenda as presented, seconded by Wahl.
   Roll call: **Passed unan**
6. **Conflict of Interest:** None
7. **Consent Agenda**

   Any member of the board, staff, or the public may ask that any item on the consent agenda be removed and placed elsewhere on the agenda for full discussion.

   1. Invoices (recommend approval)
   2. Reports
      A. Code Enforcement Officer Report for January 2019
      B. Treasurer's Report for January 2019

3. Transcribed minutes from November 27, 2018, and December 17, 2018, regular township board meetings
4. Correspondence from Benjamin Marentette

Moved by Wunsch to approve the Consent Agenda as presented, seconded by Sanger.
Roll call: **Passed unan**

8. Business

1. Public hearing on proposed Jolly Pumpkin 5K Run to occur on May 19, 2019

Manigold: closed regular scheduled meeting and opened public hearing for the Jolly Pumpkin 5K race.

Deeren: presented Large Event Permit No. 2019-01 for 2019. This new marathon event to take place on May 19th is proposed to go up Hedden, Devils Dive, Seven Hills, and then down Bower's Harbor Road to finish at the Jolly Pumpkin. Corrections to the website were made regarding issues involving the use of a tent and outdoor beverages, concerns that the facility would not hold the proposed thousand individuals, and parking issues with parking on site. The ZBA had put a conditional use permit in place on the Jolly Pumpkin building given the restrictions that were placed on this structure. Prior to the public hearing, a pre-meeting was held with staff and the applicant.

Sanger: briefly reviewed the history of the property as he was chair of the ZBA at the time the historical conditional restrictions were placed on the property. The property is zoned residential but a commercial use has been allowed in this residentially zoned district. There is a historical easement recognizing the historical value of the site. He expressed concerns that holding this event at this site would violate this historical conditional use permit. He read out loud the conditions placed on this property per the ZBA decision of 2008.

Alan Whitehead, Kona Running Company, met with the owners of Jolly Pumpkin in Detroit to discuss holding a race on the peninsula. He expects the race to be smaller than originally anticipated. He suggested starting out runners at different times and spacing out the finishers. He explained that each participant will receive a token that is good for one free drink at the Jolly Pumpkin. He would be willing to bus race participants up from the High School. This is only a 5K run and Kona Running Company is willing to make a donation to the peninsula. He is willing to have everything contained inside with no outdoor tents, beverages, or food.

Board discussion: the board expressed concerns with road closures and route of the race and the date and time of the proposed race. A suggestion was made that the route utilize Bowers Harbor Park or the Lighthouse trails or other alternative places away from residential areas.

Manigold: closed public hearing for board discussion and vote.

Moved by Wunsch to table until March 12, 2019, Regular Township Board meeting to entertain amendments to the proposed race route, seconded by Wahl.
Roll call: **Passed unan**

2. Public hearing on proposed Bayshore Marathon to occur on May 25, 2019

Manigold: closed regular scheduled meeting and opened public hearing for the BayShore Marathon.
Deeren: presented Large Event Permit No. 2019-03 for 2019, for Traverse City Track Club/BayShore Marathon. This is the 37th annual Bayshore Marathon. This event is scheduled for May 25th, and a pre-meeting to the public hearing was held with staff and emergency services. The only proposed change for this year's race is to add another tent at the township office building for non-emergencies, but the remainder of the courses will remain the same as previous years.
Daniel Siderman, Traverse City Track Club, explained that this is the 37th year for this event. He said that a few changes have been made on the emergency services side, including adding an additional site for emergency services.
Monnie Peters, 1425 Neahatawanta Road, has been a participant in this race for the past twelve years. She supports this race and feels it runs smoothly.

Manigold: closed the public hearing for board discussion and vote.

Moved by Wahl to approve Large Event Permit No. 2019-03 for 2019, seconded by Wunsch.
Roll call: **Passed unan**

3. Public hearing on proposed Festival of Races/National Cherry Festival to occur on July 6, 2019
Manigold: closed the regular scheduled meeting and opened the public hearing for the Festival of Races/National Cherry Festival.
Deeren: presented Large Event Permit No. 2019-02 for 2019 for the National Cherry Festival. Explained that an updated race packet was received earlier in the day and that the race course remains the same as in previous years. No pre-meeting was held as applicant and staff could not find a time to meet prior to the public hearing.
Alexis, Operations Director of the National Cherry Festival, has spoken to Deputy Abbring and Fire Chief Gilstorff. The road closure was done last year per the request of staff and emergency services; no issues were raised last year. Explained that they have an approved document from the Grand Traverse County Road Commission for the road closure for Peninsula Drive.
Mary Lyon, 2211 Island View Rd., commented that she lives on the most beautiful farm on the peninsula and would like the board to approve this race as in years past. She thanked the board for all the times they have allowed this race as she enjoys watching the runners come through her family's farm.

Board discussion and questions with regards to hard road closures. Clarification from Garrett Bursaw on the route and the road closures.

Manigold: closed the public hearing for board discussion and vote.

Moved by Chown to approve Large Event Permit No. 2019-02 for 2019, seconded by Wunsch.
Roll call: **Passed unan**

4. Public hearing on proposed Traverse City Triathlon to occur on July 28, 2019

Manigold: closed regular scheduled meeting and opened public hearing for the Traverse City Tirathalon to occur on July 28, 2019.

Deeren: presented Large Event Permit No. 2019-04 for 2019 for the Traverse City Triathlon. Explained that a pre-meeting to the public hearing was held and that this is the same race and course that has been held in the past. The only change to this event is the date from August to July.

Tricia Davis, Endurance Evolution, explained that this is the 11th annual triathlon; the date was moved due to the Iron Man race, which is to occur in the city.

Monnie Peters, 1425 Neahatawanta Road, said that this is another race she participates in and that she is in full support of this race. She said that there are very few complaints from neighbors with regards to this event.

Manigold: closed the public hearing for board discussion and vote.

Board discussion and questions with regards to attendance of this race and cyclists possibly needing protection from vehicle traffic.

Moved by Wunsch to approve Large Event Permit No. 2019-04 for 2019, seconded by Wahl.
Roll call: **Passed unan**

9. Citizen Comments: none

10. Board Comments:

Wunsch: suggested that the board look at the races and what the real challenges are to residents during the races that are approved to help manage some of the conflict in regards to these events. He explained that the planning commission chose Susie Shipman and Todd Oosterhouse to be their representatives on the steering committee and suggested that another township board member be added. (KEEP THIS HERE? IS IT A CITIZEN COMMENT?) Cindy Ruzak made a presentation on the maximum of rooms per acreage owned. (DID SHE SAY THAT THE PC WOULD LIKE THIS?) The PC would like authorization to look at the number of rooms on a sliding scale basis.

Sanger: Was encouraged at the thought of using the park and the trails at the Lighthouse so that there are not duplications of races occurring on the peninsula. He said that the RPF for the PDR audit is out and due on the 2nd of March.

Manigold: eight or nine people have applied to be on the steering committee.

11. Adjournment

Moved by Wunsch to adjourn, seconded by Wahl.
Roll call: **Passed unan**

Adjournment time: 7:58 p.m.

Special Meeting Minutes from March 12, 2019

PENINSULA TOWNSHIP

13235 Center Road, Traverse City, MI 49686
Ph: 231-223-7322 Fax: 231-223-7117
www.peninsulatownship.com

Town Board Special Meeting
Township Hall
March 12, 2019
3:00 p.m.
Meeting Minutes

1. **Call to Order:** by Supervisor Manigold at 3:00 p.m.
2. **Pledge**
3. **Roll Call:** Wunsch, Achorn, Chown, Manigold, Bickle, Sanger
   Absent: Wahl, Attorney Meihn
4. **Brief Citizen comment (for items not on the agenda):** None
5. **Approve Agenda**
   Moved by Bickle to approve the agenda as presented, seconded by Wunsch
6. **Conflict of Interest:** None
7. **Consent Agenda:** None
   Any member of the board, staff, or the public may ask that any item on the consent agenda be removed and placed elsewhere on the agenda for full discussion.
   Interview and selection of applicant for the newly formed Peninsula Township Parks Committee.
8. **Business**
   Manigold: Judy Arnold is absent. Call first applicant for the Peninsula Township Parks Committee, Pete Dahl, to the podium to speak.
   Pete Dahl, 15751 Smokey Hollow Road: has a wide range of experiences to contribute to the Peninsula Township Parks Committee including a background in the family construction business and in building and development as well as project manager at Comerica Bank. Currently logs and manages 40 acres.
   Manigold: Pete has contributed knowledge of oak wilt and to Project 81. Are you a winter resident?
   Dahl: yes.
   Chown: what is your favorite park in the township?
   Dahl: Haserot Beach.
   Sanger: what challenges do the parks face?
   Dahl: challenges include maintenance, downed trees, more trails.
   Achorn: what are your experience in fundraising?
   Dahl: not experienced in fundraising.
   Manigold: there is an opening on the ZBA as an alternate if you are not selected for the parks board. Call Eric Dreier to the podium to speak.
   Eric Dreier, 1234 Peninsula: has been a township resident for over 30 years, a volunteer with the National Park Service North Country Trail, Inland Seas Board, TBA Credit

Union Board as president, vice president, and treasurer. Experienced in budgets and capitol building programs and interested in how parks merge into the master plan for the parks.
Manigold: are you a winter resident?
Dreier: yes.
Manigold: Sue McEldowney has withdrawn. Call Steve Morgan to the podium to speak.
Steve Morgan, 779 Lost Nations Trail: recently retired emergency room physician who has visited all land-based sites and the island. Interested in preserving, improving, and expanding the Old Mission parkland. Involved in indirect fundraising and available in the winter.
Manigold: call Dave Murphy to speak.
Dave Murphy, 6943 East Shore Road: active resident in the township for more than 32 years. Involved with Pelizzari Natural Area. Would like to address issues in Pelizzari Natural Area.
Chown: what do you think the greatest needs are at Pelizzari?
Murphy: would like to take advantage of the opportunity for property acquisition. Concerned about the trails and the need to be sensitive of neighbors surrounding the park.
Manigold: Dave led the initiative to purchase Pelizzari Natural Area.
Dave Murphy: concerns include the lighthouse and to plan and follow a master plan.
Manigold: call Bruce Summers to the podium to speak.
Bruce Summers, 8925 Sunset West: a resident for 32 years, a former member of the park commission, and created the park adopter program and designed the "dogs on lease" signage. Self-employed and here all year.
Achorn: which areas are you most familiar with and comfortable working?
Summers: Old Mission Point Park.
Manigold: Spencer Stegenga could not attend today's meeting. Mary Swift is interested but could not attend today's meeting. She was active in the parks and with Bower's Harbor.
Bickle: she has knowledge of the parks and should be considered. She has the bandwidth of knowledge.
Manigold: Moving on the four standing members, call Don Atkinson to speak.
Don Atkinson, 18403 Heritage Circle: member of the (former) park commission for the last two years. Background in agriculture and natural resources. Experience includes board of education for Grandview Schools and principal of several schools. The number of people visiting the parks will continue to grow. Important to maintain area parks. Risks and issues with money, grants, and donors being the biggest challenge.
Sanger: there are four openings. What key skills are needed for a member to work in a group of seven with collaboration and grant writing?
Atkinson: a skill set that is needed is the ability to work in a group, in the seven-member committee, to make decisions. Work in creating grant writing and managing tree disease and resource management.
Manigold: Gary Cornell is absent; he will continue to be on the board if needed and is willing to be replaced if needed. Call current board member Mike Skurski to speak.

Mike Skurski, 14696 Mallard Drive: understands what we need to do for short-term and long-term planning. Background in engineering and business. Need to ask questions and answer with what is needed. 150-year anniversary of the lighthouse coming up. Has experience in fundraising. Would like to incorporate ideas such as naming rights.
Manigold: John Snow is absent due to health reasons. He is a very active member and wishes to remain on the park board. Judy Arnold is absent but has a letter in the packet. Want to go through the first four people on the green and red sheet: Don, Gary, Mike, the elected people on the current board.
Moved by Manigold to reappoint Don Atkinson to the parks committee, seconded by Bickle.

Pass unan

Manigold: Gary Cornell can be an active participant if he isn't carried over to the board.
Bickle: all here are residents who volunteer their time. Could Gary be an active participant if not carried into the board? Should we bring someone else into that chair? If so, we could choose four people instead of three.
Sanger: Pass on that position and move to choose three.
Manigold: No, we will pass.
Moved by Manigold to appoint Mike Skurski to the new parks committee, seconded by Wunch and Bickle.

Pass unan

Moved by Manigold to reappoint John Snow to the parks committee, seconded by Wunch.

Pass unan

Manigold: Those were the sitting members; there are four vacancies.
Motion by Sanger to nominate Dave Murphy to the parks committee, seconded by Wunsch and Bickle.

Pass unan

Bickle: Propose Eric Dreier for the position. Impressed with his presentation and has an extreme passion.
Motion by Sanger to nominate Eric Dreier for the position on the parks committee, seconded by Wunsch.

Pass unan

Bickle: Mary Swift has an extreme passion for everything she does.
Wunsch: she brings a lot of energy.
Achorn: she was a force behind the Bower's Harbor Park extension and has contacts and knowledge for funding.
Motion by Bickle to nominate Mary Swift to the parks committee, seconded by Wunsch.

Pass unan

Manigold: That's six; need one more to fill out the board.
Sanger: Positive for Pete, project and maintenance skills, and positive on Dr. Morgan as well.
Manigold: We have Pete, Steve, Bruce, Judy, and Spencer.
Wunsch: We have strong active personalities; we need a member to provide consensus.

Achorn: Pete has the practical knowledge, experience with trees, ski trails, logging, and construction.
Motion by Achorn to appoint Pete Dahl to the parks committee, seconded by Sanger.

Pass unan

Manigold: that's our seven. Any interest in being an alternate to the ZBA?
Sanger: offered to answer any questions about the ZBA.
Board and audience discussion about the ZBA and requirements. Discussed that those who applied can still have a voice and attend meetings.

9. **Citizen Comments:** none
10. **Board Comments:** none
11. **Adjournment: moved by Bickle, seconded by Sanger.**

Pass unan

Adjournment time: 3:58 p.m.

Minutes from March 12, 2019

PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
www.peninsulatownship.com
Township Board Regular Meeting Minutes
March 12, 2019
7:00 p.m.

1. **Call to Order:** by Supervisor Manigold at 7:00 p.m.
2. **Pledge**
3. **Roll Call:** Achorn, Wunsch, Sanger, Wahl, Bickle, Manigold, Chown
   Also present: Randy Mielnik, Planner, Greg Meihn, Township Counsel, and Christina Deeren, Director of Zoning
4. **Brief Citizen Comments (for items not on the agenda)**
   Jill Byron, 2249 Twin Eagles Dr., informed the board of an article in the Record Eagle on February 22 covering the U.S. Supreme Court and a beach case. She hopes that, as the township revisits the zoning ordinance, we make sure clear language is incorporated supporting that owners' rights go only to the ordinary high-water line. Thanked Grant, Paul, and Bethany on the fire department for responding to an alarm at her residence; it ended up just being a leak under the sink. Expressed concern with harassment and would support beefing up or increasing the community's comfort level when there is an issue; was advised by a sheriff's deputy to purchase a security system for her home.

   Jason Gillman, Grand Traverse County Road Commission, explained that Brad Kluczynski is the new manager for the GTRC former DPW of Elk Rapids. Jim Cook, former manager, did a good job with the update and extended the online commentary period for the east/west corridor study to the 15th; this is available online. MDOT has tracking devices and wants to work with the county regarding Bluetooth and tracking travels through town. Not sure if GTRC will participate or not. Mentioned TIFF renewals and voting for county road millage. Explained that with 24 million in the budget, Peninsula Township is expected to have approximately 10 road projects completed this year with budgeted monies.

   Chown: requested that the meeting minutes from February 19, 2019, be removed from the consent agenda to be re-submitted in the next regular township board meeting packet.

5. **Approve Agenda**
   Moved by Wunsch to approve the agenda as amended, seconded by Bickle.
   Passed unan
6. **Conflict of Interest: Chown** will recuse herself from the PDR bid item No. 3. **Manigold** will recuse himself from Bowers Harbor Vineyards if it is discussed in closed session.

7. **Consent Agenda:** any member of the board, staff, or the public may ask that any item on the consent agenda be removed and placed elsewhere on the agenda for full discussion.

1. Invoices (recommend approval)
2. Reports
   A. Fire department for February 2019
   B. Mission Point Lighthouse
   C. Treasurer's cash report by fund for February 2019
3. Request to add Jenna Platz to the fire department roster
4. Minutes from February 19, 2019 township board special meeting (recommend approval)
5. Request to go out for bids to re-carpet the township office
6. Classification of township employees per the Federal Labor Standards Act (Sanger)
7. Correspondence
   A. Fire chief note and thank you letters from residents
   B. Letter from Jennifer Hodges, GFA, re: Special Assessment District Projects
   C. Letter from Director of Academics, Old Mission Peninsula School, re: "Better World Day"

Anne Griffiths, 14548 Bluff Rd., questioned an invoice in the parks budget to be paid, the more than one hundred miles in travel that was submitted by the lighthouse manager, Ginger. Also concerned that a large amount of money equal to $450.00 was approved without a vote. This was a bill from Stanley Steamer of Northwest for $459.00 for work done at the lighthouse. Questioned the process of how bills are and will be paid.

Achorn: clarified that she approved this bill to be paid as it was a maintenance issue and on the list of projects that the township received from the park commission.

Board discussed this issue and how future bills will be handled.

Moved by Wahl to approve the consent agenda as amended, seconded by Wunsch.
Roll call: **Passed unan**

8. Business

1. Lifesaving awards (Gilstorff)

Fire Chief Gilstorff and Supervisor Manigold presented lifesaving awards to Grant Blackmer, Mike Bryan, Paul Lipke, and Bethany Wyman for providing lifesaving emergency services to Gordon Hayward on January 17, 2019. In October of 2018, the fire department began providing ALS Services; this is a huge benefit to the residents of Peninsula Township. Grand Traverse County Dispatch (911), Munson Medical Center, and Peninsula Township ALS were able to track and monitor Hayward's significant cardiac event, which helped prepare them for his arrival at Munson, where the cardiac care unit was waiting. There was 100% blockage in one of Hayward's arteries, which they were able to take care of with a stent. Gilstorff read letter that was sent to the Record Eagle (Heart Attack Care) on behalf of the Hayward family.

Gordon Hayward, 1777 Shitake Trail, wanted to inform the board as to how the system works when you are on the receiving end. Called 911 and described the symptoms that he was experiencing and was advised to take an aspirin. ALS arrived and assessed his symptoms and

began working on him in the ambulance on the way to Munson Medical Center. When he arrived, he was met by a line of hospital personal. Hayward emphasized the value of life support systems and thanked Paul, Bethany, Grant, and Mike for their professionalism and quick response. Also thanked the board and residents for allowing the ALS system to be updated. Treatment for Hayward began in the kitchen on this day. He lives seventeen miles from Munson Medical Center, and if not for the call to 911, he might not have survived this incident.

2. Updated presentation on new tanker and request to seek a site for a proposed fire station north of Swaney Road (Gilstorff)

Chief Gilstorff: provided board with a map outlining properties north of Swaney Road and south of Tompkins Road to show the ideal area where ISO indicated a new station should be located.

Manigold: suggested a letter go out to residents in that vicinity to find out if property could be purchased or donated. Township has been advised to avoid properties encumbered with PDR easements or deed restrictions.

Chief Gilstorff: provided the board with information for a new tanker at the last meeting. Provided slide show of the new tanker. Gilstorff provided additional information to the board regarding the specs of the new tanker truck and its capabilities, which the current tanker lacks. Cost of this truck is $350,000.00 with a payment of $43,000.00. The projected sale price of the old truck is around $50,000.00.

Board had some questions and discussion over this matter.

3. Consideration of PDR bid (Mielnik)

Moved by Wunsch and seconded by Bickle to allow Chown to recuse herself from bid considerations regarding the PDR contract. **Passed unan**

Sanger: gave an update on the committee and its members (Wunsch, Sanger, and Achorn). A bid was advertised in the Record Eagle for the 1,300 properties under PDR contract. A single bid was received for the overview monitoring on these properties. This bid was received on March 5th.

Matt McDonough: clarified that there was a mathematical error in the bid he submitted to the township. The amount originally bid at $19,625.00 was incorrect and should have been $16,250.00. Went through the details of the numbers of what would be reviewed.

Board discussion.

First motion was made by Achorn, second was made by Wunsch.

Moved by Achorn to accept the bid from Matt McDonough for $16,250.00 with a contract signed by both parties for the audit of 2018, seconded by Bickle.
Roll Call: (Chown recused) **Passed unan**

Moved by Wunsch to bring back Clerk Chown to the table, seconded by Wahl.
Passed unan

4. **First public hearing on proposed fire department millage request for fiscal year 2019/2020; no action to be taken at this meeting**

Maingold: closed regular scheduled meeting and opened up for public hearing. Gave an update on this proposed millage renewal. Closed public hearing as there were no questions from the audience members. No action was taken by the board at this time on this millage request as this is the first public hearing on the proposed millage renewal.

5. **Announcement of appointments to new Peninsula Township Parks Committee (Manigold)**

Manigold: nine people applied. The selected members are Don Atkinson, Pete Dahl, Eric Dreier, Dave Murphy, Mike Skurski, John Snow, and Mary Swift. They will meet next Thursday to appoint the chair. The original members of the park commission were asked if they wanted to stay on, and only three of them wished to join the committee. Member Gary Cornell was open to staying on or leaving the new committee.

6. **Tabled from February 26, 2019, township board meeting and public hearing, proposed Jolly Pumpkin 5K Run to occur May 19, 2019, at 8:30–11:30 a.m. with updated race course at Old Mission Lighthouse Park (Manigold and Deeren)**

Moved by Wahl to remove this from the table and bring it back to the table for discussion, seconded by Bickle.
Passed unan

Deeren: presented updated race course, which per the board's request at the last meeting was changed to a destination with minimal residential impact. This course is now being proposed to go out to the lighthouse and through the trails at the lighthouse instead of Bowers Harbor Park. The starting time has been changed from 11:00 a.m. to 8:30 a.m. and race participants will be bussed to and from the lighthouse. Staff will have a pre-race meeting with Mr. Whitehead to work out details for EMS services and locations of port-a-johns. Race will occur on May 19 as originally proposed. No road closures will be required for this race.

Alan Whitehead, Kona: has been in touch with Ginger, the lighthouse manager, and a substantial donation has been made to the lighthouse of $2.00 per participant. Would like to make this an annual event is willing to increase this donation each year. An estimated 600 to 650 runners are expected to participate in this race. Has hosted many races and understands how to manage EMS services.

Board discussion.

Moved by Wahl to approve Large Event permit 2019-01 contingent on the Fire Chief's field safety review and report, seconded by Bickle.
Roll call: **Pass 6-1**

7. **Motion to go into closed session pursuant to MCL 15.268(e) to review attorney memorandum on legal requirements and compliance regarding Bowers Harbor Vineyard and its petition.**

Meihn: requested that this item be removed from the agenda as it has a clerical error when posted in the agenda. It was posted as MCL 15.268 (e) and it should have been MCL 15.26 (h). As an update on this, a phone conference was held between Meihn and Bowers Harbor Vineyards' new legal counsel, Joseph Infante. A number of items were discussed that the new counsel was not familiar with including the prior extensions and meetings that had occurred. Infante is a beer and wine lawyer and seems to have a lack of information regarding previous moratoriums that were granted. Meihn suggested that Infante attend the meeting, which will occur next week, so that they will have an opportunity to speak on this issue. Meihn requested that the board make a motion to continue this at a special meeting to be held next Wednesday or Thursday.

Moved by Wunsch to forward this to a special meeting, seconded by Sanger.
Roll call: **Passed unan**

Moved by Bickle to set the special meeting for Wednesday, March 20, at 1:00 p.m. at either the township hall or township conference room with Mr. Meihn and Mr. Fonte to discuss the Bowers Harbor Vineyard moratorium, seconded by Chown.

Passed unan

Meihn: updated the board in regard to the letters that were submitted to Mr. Campbell and Mr. Oosterhouse about resolving the land division issue that had been raised with the deed and easement for access to the property owned by Campbell (the deed had not been filed by Mr. Oosterhouse and Mr. Campbell). Meihn invited both parties to a meeting. That meeting occurred with all parties present along with Sally Akerley to discuss how this issue occurred and the solutions to resolve it. The solution has been ongoing as Mr. Campbell has been accessing the property via Mr. Santucci's property for which Mr. Campbell believes he can obtain an easement. Ultimately, a survey needed to be conducted. Meihn stated that the survey is either complete or nearly complete and that he intends to review it to ensure that there are no PDR violations as it relates to the easement. Hopes to have this issue resolved over the next couple of weeks. As soon as he is notified that the survey is complete, he will create the appropriate documentation. Meihn will call a special meeting to have a new land division created to correct the past issues. Meihn will move quickly to enforce this. This information has also been conveyed to the Grand Traverse County prosecuting attorney.

8. **Motion to go into closed session to discuss and receive legal memo from attorney on status regarding overtime payments to Susan Piehl and Christina Deeren threatened suit, and global potential settlement pursuant MCL 15.268(h)**

Meihn: in a previous meeting, the board approved payment to Miss Piehl and Ms. Deeren with regard to the determinations that were made. This will conclude this issue with these two individuals and he will discuss a release agreement in the closed session portion of the meeting. Sally Akerley will be included in this release to close out these issues.

Moved by Wunsch to go into closed session with legal counsel Greg Meihn, seconded by Chown.
Roll call: **Passed unan**

CLOSED SESSION

9. Motion to return to open session pursuant to MCL 15.261.

Moved by Achorn to return to the regular scheduled meeting, second by Wunsch.
Roll call: **Passed unan**

OPEN SESSION

Moved by Bickle to authorize Mr. Meihn to present settlement agreements as discussed in closed session to Deeren, Akerley, and Piehl to release claims of wage and hour and hostile work environment, seconded by Wunsch.
Roll call: **Passed unan**

9. **Citizen Comments** - None
10. **Board Comments** - None
11. **Adjournment**
    Moved by Achorn to adjourn, seconded by Sanger.

    Passed unan

Adjournment: 9:03 p.m.

DRAFT

Fee Waiver for Bowers Harbor Vineyard

PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
Ph: 231.223.7322 Fax: 231.223.7117
www.peninsulatownship.com

ROBERT K. MANIGOLD SUPERVISOR
BECKY CHOWN CLERK
BRAD BICKLE TREASURER
MARGARET ACHORN TRUSTEE
DAVID SANGER TRUSTEE
WARREN WAHL TRUSTEE
ISAIAH WUNSCH TRUSTEE

March 19, 2019

To: Peninsula Township Board of Trustees

From: Christina Deeren, Director of Zoning

RE: Fee waiver request for Zoning Board of Appeals
Bowers Harbor Vineyards

Dear Peninsula Township Board of Trustees,

Bowers Harbor Vineyards had submitted an application and the fee of $1,000.00, for two variance requests to be presented before the Zoning Board of Appeals. This was the regular scheduled ZBA meeting to be held on March 14, 2019. Due to a lack of board attendance the applicant wished to withdraw their application at that time.

Bowers Harbor Vineyards is scheduled to be heard before the Zoning Board of Appeals at a Special Meeting on April 11, 2019. Normally a fee of $1320.00 would be charged to an applicant for a special meeting.

I am requesting that the Township Board of Trustees consider waiving the fee of $1320.00 that would have been charged to this applicant.

I appreciate your consideration in this matter.

Respectfully,

Christina Deeren
Director of Zoning

Correspondence from John DeSpelder Regarding Road Conditions

Robin Noval

From: Rob Manigold <supervisor@peninsulatownship.com>
Sent: Thursday, March 14, 2019 1:22 PM
To: Becky Chown; Susan Piehl; Robin Noval
Subject: FW: Serious Road Breakup at Birchwood/East Shore and Timberland
Attachments: image1.jpeg; Untitled attachment 00052.txt; image2.jpeg; Untitled attachment 00055.txt

Please put in packet

-----Original Message-----
From: John and Cindi DeSpelder [mailto:birchwood@chartermi.net]
Sent: Thursday, March 14, 2019 12:37 PM
To: gtcrc@gtcrc.org; supervisor@peninsulatownship.com; bcoffia@grandtraverse.org
Cc: DeSpelder John
Subject: Serious Road Breakup at Birchwood/East Shore and Timberland

Hi,

The section of East Shore/Birchwood at Timberlane is nearly completely broken down. I've lived in the neighborhood since 1981 and this is the worst I've seen it. Because the water obscures the depth of the holes and their sharp edges a lot of drivers hit it going way too fast. A wheel is going to get ripped off or worse, someone will get hurt.

Can something be quickly be done to temporarily repair it? A few giant loads of gravel would be a godsend.

Thanks for your consideration.

John DeSpelder
542 Hidden Ridge Dr
Peninsula Twp
231.590.2008

Rob Manigold

From: GTCRC\Info <Info@gtcrc.org>
Sent: Friday, March 15, 2019 7:23 AM
To: Rob Manigold
Subject: RE: Serious Road Breakup at Birchwood/East Shore and Timberland

The foreman has been made aware. Thanks!

-----Original Message-----
From: Rob Manigold [mailto:supervisor@peninsulatownship.com]
Sent: Thursday, March 14, 2019 4:44 PM
To: GTCRC\Info <Info@gtcrc.org>
Subject: FW: Serious Road Breakup at Birchwood/East Shore and Timberland

Please check out...Rob

-----Original Message-----
From: John and Cindi DeSpelder [mailto:birchwood@chartermi.net]
Sent: Thursday, March 14, 2019 12:37 PM
To: gtcrc@gtcrc.org; supervisor@peninsulatownship.com; bcoffia@grandtraverse.org
Cc: DeSpelder John
Subject: Serious Road Breakup at Birchwood/East Shore and Timberland

Hi,

The section of East Shore/Birchwood at Timberlane is nearly completely broken down. I've lived in the neighborhood since 1981 and this is the worst I've seen it. Because the water obscures the depth of the holes and their sharp edges a lot of drivers hit it going way too fast. A wheel is going to get ripped off or worse, someone will get hurt.

Can something be quickly be done to temporarily repair it? A few giant loads of gravel would be a godsend.

Thanks for your consideration.

John DeSpelder
542 Hidden Ridge Dr
Peninsula Twp
231.590.2008

Business

Update on Location of Third Fire Station

Building Demolition Request for Bids

Engineering
Surveying
Testing &
Operations

123 West Front Street
Traverse City, Michigan 49684
231 946 5874
231 946 3705

March 13, 2019

Mr. Rob Manigold, Township Supervisor
Mr. Fred Gilstorff, Fire Chief
Peninsula Township
Peninsula Township Fire Dept
13235 Center Road
Traverse City, MI 49686

Re: Building Demolition Request for Bids (RFBs)

Dear Rob and Fred,

Thank you for the opportunity to submit this proposal to assist with the demolition of an existing building located at 4025 Swaney Road, in Peninsula Township. This proposal letter presents our scope of services, fee, time schedule, and "Standard Terms and Conditions." Should you have any questions regarding this information please do not hesitate to contact me.

Project Description

Peninsula Township wishes to demolish an existing building located at 4025 Swaney Road. Gourdie-Fraser, Inc. (GFA) will assist Peninsula Township with procuring a qualified company to provide for the demolition, disposal of the building and foundations.

Scope of Services

The scope of work will include:

1. Survey of property limits including staking of property boundary.
2. Site visit to conduct an inspection of existing structure to identify scope of work, concerns, condition.
3. Preparation of a Request for Bids (RFBs) including terms, scope of work, requirements, etc. to ensure compatible and equivalent bids are received.
4. Solicitation of RFBs including Q/A with contractors.
5. Review of Bids and Letter of Recommendation to Township Board.

Clarifications

The proposed Scope of Services and fee are based on the following Clarifications and Assumptions:

1. Site design services are not included.
2. Investigation related to hazardous materials, contaminates, soil conditions are not included.
3. Construction testing services are not included.
4. Construction survey services are not included besides that which is noted under scope of work.
5. Reimbursable expenses such as travel and reproductions are included and limited to two (2) site visits / meetings.
6. The preparation of, application and payment for any required permits is not included. This will be the contractor's responsibility to obtain.

Additional Services
Additional services requested by Peninsula Township and/or Fire Department can be provided as a revision to this lump sum proposal. Any additional services will only be provided when written authorization has been received.

Time Schedule
Scope of work to be completed within 15 calendar days of receipt of this signed proposal.

Fee
GFA will provide all of the work described in the above Scope of Services for a lump sum fee of $2325 including site meetings and reimbursable. This proposal will remain valid for a period of 30 calendar days from the date of submission. The breakdown is as follows:

1. Survey with property corner staking = $1,000
2. RFB Preparation = $875
3. Bids including solicitation, QA and opening along with letter of recommendation = $450

Contract Terms and Conditions
The Terms and Conditions of this proposal conform to the Terms and Conditions of GFA's Continuing Services Agreement with Peninsula Township.

Acceptance
If this proposal is acceptable to you, please sign where indicated below and return one copy to my attention. Receipt of this signed proposal will serve as our authorization to proceed.

Thank you for giving us this opportunity. We look forward to working together on this project in the very near future.

Gourdie-Fraser, Inc. CONSULTANT		**Peninsula Township** CLIENT/OWNER
	(Signature)	
Jennifer Hodges, P.E.	(Name)	Rob Manigold
Project Manager	(Title)	Township Supervisor
March 13, 2019	(Date)	

2018-2019 Budget Amendment

2018-2019 Budget Amendment

to be included in Packet Addition

Proposed Budget

Proposed Budget

to be included in Packet Addition

Second Public Hearing for Fire Special Assessment District

Second Public Hearing for
Fire Special Assessment District
to be included in Packet Addition

Update of HRA Resolution

Bids for Community Survey

PENINSULA TOWNSHIP

13235 Center Road, Traverse City MI 49686
Ph: 231.223.7322 Fax: 231.223.7117
www.peninsulatownship.com

To: Peninsula Township Board

From: Randy Mielnik, AICP

Date: March 20, 2019

Re: Consultants to assist with a community survey

On January 31, 2019, the Township Board authorized efforts to seek proposals to hire a consultant to assist with conducting a community survey. Past conversations led to the conclusion that an outside consultant was needed since survey results are fundamentally important to many pending township activities and there are high expectations for survey validity, inclusiveness and transparency. The timing for this also aligned with the expectation that the work of the Master Plan Steering Committee will soon begin.

A Request for Proposals (RFP) was released on February 21 and proposals were due on March 14. It was learned that in 2017, Leelanau County issued a similar RFP and did not receive any proposals. Therefore, efforts were made to reach out to organizations. Several organizations made inquiries about the RFP and all questions and answers were posted on the Peninsula Township web site. Ultimately, two proposals were received and are attached for your review. At this time, the proposals are still being reviewed, and a recommendation is being developed.

EPIC ▪ MRA
4710 W. Saginaw Highway
Suite 2C
Lansing, MI 48917
P: 517-886-0860
F: 517-886-9176
E: john@epicmra.com
W: www.epicmra.com

March 11, 2019

Mr. Randy Mielnik, Director of Planning
Peninsula Township
13235 Center Road
Traverse City, MI 49686

Dear Mr. Mielnik:

EPIC ▪ MRA is in possession of the Request for Proposal (RFP) for a Community Survey issued by Peninsula Township. Thank you for your inquiry about our company and your request for further detail regarding our survey research services. For nearly three decades, local governmental units such as Peninsula Township have used our firm's research services to assist in charting overall policy direction, as well as to give guidance for strategic planning, budgeting priorities, and public outreach and education efforts. Our constituent contact databases have also been widely used by clients to help advance their objectives as a proven effective and efficient means to communicate information gleaned from the research to the public; whether simply educational in nature, or to communicate directly to voter households exhibiting specific demographic characteristics. Today, I write to formally offer our firm's survey research services to the Township. a full description of which is detailed in the proposal that follows.

As stated in the RFP, . . . *[it] is very important that the new survey yield statistically valid and reliable results. The survey should attempt to reach all residents and stakeholders.* It is our belief that the best means by which to discharge the RFP's mandate is to use a dual-methodology approach; Township budget permitting, of course. EPIC ▪ MRA therefore recommends conducting a random sample, stratified live-operator telephone interview of township residents, as well a parallel study whereby the survey would also be made widely available to all residents and stakeholders online, via mail, as well as having paper copies made available for pick-up at designated community locations. In this manner, a high level of confidence in the research can be achieved, all stakeholders will have a chance to voice their opinions, and the survey process will be, *transparent from beginning to end.*

Of course, if after reviewing our proposal, there is any further detail you need regarding our approach to the project please feel free to contact me at your convenience. On behalf of everyone at EPIC ▪ MRA, we appreciate the opportunity to offer our services to Peninsula Township for this important project.

Yours truly,

John F. Cavanagh, Co-founder

▪ Educational
▪ Political
▪ Industrial
▪ Consumer

▪ Market
▪ Research
▪ Analysis

A PROPOSAL TO CONDUCT A SURVEY OF RESIDENT AND STAKEHOLDER ATTITUDES AND OPINIONS FOR PENINSULA TOWNSHIP, MI

Submitted in response to the:

PENINSULA TOWNSHIP – GRAND TRAVERSE COUTY
REQUEST FOR PROPOSAL (RFP)
COMMUNITY SURVEY

Submitted to:

Randy Mielnik, Planning Director
Peninsula Township
13235 Center Road
Traverse City, MI 49686

Submitted by:

John F. Cavanagh

On behalf of:

EPIC ▪ MRA
4710 West Saginaw Highway - Suite 2C
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March 2019

CONTENTS

I. CREDENTIALS AND PERSONNEL 1

A. COMPANY BACKGROUND INFORMATION 1
B. THE EPIC ▪ MRA PROJECT TEAM 2
C. DESIGNATED SUB-CONTRACTORS 3

II. RECENT REFERENCES FROM SIMILAR WORK 5

III. PROPOSED SURVEY RESEARCH METHODOLOGY 8

A. OBJECT OF THE WORK 8
B. SYNOPSIS OF EXPERIENCE AND APPROACH 8
C. WORK PLAN TIMEFRAME 9

IV. SCOPE OF SERVICES 11

A. LIVE OPERATOR TELEPHONE SURVEY RESEARCH 11
B. ONLINE/DIRECT MAIL SURVEY RESEARCH 12
C. QUALITY ASSURANCE AND CONTROL (QA/QC) AND CONFIDENTIALITY 13
D. DATA ANALYSIS AND FINAL REPORTING 14

V. RESEARCH PRICING AND SERVICES PROVIDED 15

A. LIVE OPERATOR TELEPHONE SURVEY RESEARCH 15
B. ONLINE/DIRECT MAIL SURVEY RESEARCH 16

I. Credentials and Personnel

A. Company Background Information

EPIC ▪ MRA is the assumed name for Michigan Researchers Associates, Inc., a for-profit corporation formed in 1991 with headquarters in Lansing, Michigan. It is the successor entity to the partnership, Michigan Research Associates, formed in 1985. The principal officers of EPIC ▪ MRA have been active in governmental, political, marketing, business and health issues at the state and national levels for over 40 years. Since its inception, the firm has provided services to a broad range of clients, including: state, county, township and municipal legislative bodies and planning commissions; financial institutions; transportation authorities; public school districts, intermediate school districts, school boards; public libraries and library boards; political and business leaders; professional associations; the legal and judicial communities; and members of the health care industry.

EPIC ▪ MRA has been fortunate enough to gain national recognition. As a survey research and consulting firm, and, in addition to appearing regularly on television news broadcasts, our work has appeared in newspapers, magazines, and websites throughout the country, including: The Detroit Free Press, The Detroit News, The New York Times, Real Clear Politics, Business Week, The National Journal, Crain's Detroit Business, The Journal of Commerce, and FiveThirtyEight. Indeed, EPIC ▪ MRA's rating by FiveThirtyEight for accuracy and methodology is the highest of all Michigan-based firms, and surpasses many nationally recognized polling firms.

B. The EPIC ▪ MRA Project Team

The EPIC ▪ MRA staff for this proposal would include four full-time professionals who each have unique roles with the firm yet understand and are conversant with all aspects of the firm's activities. They include:

Bernie Porn
Founding Principal and President

Bernie Porn is a co-founder and President of EPIC ▪ MRA. Drawing on over four decades of research and communication experience, Mr. Porn's primary role with the firm involves the writing and analysis of the survey research conducted for most of EPIC ▪ MRA's clients. He is also looked to by members of the media, academia, and others, for commentary on the wide spectrum of topics researched by the firm.

Mr. Porn's expertise in drafting bias-free instruments and his attention to sampling detail have made him a popular guest lecturer at several of Michigan's community colleges and universities. He is a graduate of Aquinas College in Grand Rapids, majoring in urban affairs and schooled in statistics. He worked on the staff of the Michigan House of Representatives for nineteen years, serving as the Director of Communications from 1990 to 1992.

Mr. Porn's primary role in this project would be in refining the questionnaire and taking the lead role in assembling the textual analysis.

John F. Cavanagh, JD
Founding Principal and Secretary-Treasurer

As one of the co-founders of EPIC ▪ MRA, Cavanagh is its Secretary-Treasurer where he serves as the chief financial officer and administrator for the firm and fills the capacity of general counsel. Notwithstanding his administrative responsibilities, Mr. Cavanagh involves himself closely in the substantive research work of the firm from sample design and questionnaire development, to delivering presentations and moderating focus groups.

Mr. Cavanagh graduated cum laude from Michigan State University with a degree in Criminal Justice. He earned his Juris Doctor from Thomas M. Cooley Law School, being sworn in as a member of the Michigan Bar in 1983. He served on the staff of the Michigan House of Representatives from 1980 through 1992, rising in the ranks from committee aide, to research staff specialist and concluding his tenure in state government as Director of Public Affairs.

Mr. Cavanagh's role will include oversight of and contribution to all phases of the project.

While EPIC ▪ MRA's principals have been important to the firm's success and notoriety, none of the good fortune would have been possible without the assistance and support of other employees. The full-time staff at EPIC ▪ MRA also includes:

Neal Richey, Data Processing Systems Manager, is responsible for most of the firm's custom programming and sample production needs and has oversight of the firm's work station system and data entry network. As of this writing, Mr. Richey's experience with data processing and custom programming work spans over thirty-five years.

Mr. Richey's primary role in this project will be to draw telephone samples for the survey of registered voters in accordance with Client guidelines. He will also have primary responsibility for programming the firm's SPSS software package to produce frequency and cross tabulation reports.

Kelly Sullivan, Office/Project Manager, is responsible for overseeing the scheduling of tasks performed outside of the office, as well as assisting in the discharge of the myriad administrative details associated with all projects. He began his tenure with the firm twenty-five years ago as a part-time interviewer, and his work ethic and attention to detail earned him a full-time salaried position with the company after earning his B.S. in Mathematics from Michigan State University in 1999. Mr. Sullivan will work closely with Mr. Cavanagh and Mr. Richey in discharging the tasks associated with all the project components.

C. Designated Sub-Contractors

Mouthpiece Communications is the call center that EPIC ▪ MRA has used nearly exclusively for all of its live-operator telephone interview service needs since 2008. Formed in 2007, Mouthpiece Communications is a full-service data collection call center with 50 CATI-assisted and 25 hand dial (an FCC requirement for cell phone contacts) stations. Mouthpiece Communications maintains an in-house call monitoring that allows call center supervisors to monitor interviews as they are in progress and address any potential issues or concerns immediately.

Should live-operator telephone interview services ultimately be used for the instant project, any and all would take place using the services of:

Mouthpiece Communications, Inc.
3815 West St. Joseph Highway -Suite A103
Lansing, MI 48917

Contact: Mr. Dan Ream, Director
(517) 482-8884

Foresight Group (and formerly Aldinger, Inc.) is the commercial printing, design, and direct mail solutions center that EPIC ▪ MRA has used nearly exclusively for all of its printing and direct mail service needs since 2008.

Should any print or direct mail services ultimately be used for the instant project, *outside of those services offered by the township in the RFP*, any and all would take place using the services of:

Foresight Group
2822 North Martin Luther King Boulevard
Lansing, MI 48906

Contact: Mr. Matt Hanes, Account Executive
(517) 999-0056

II. Recent References from Similar Work

Kalkaska County

Project Description:

In January of 2019, Kalkaska County commissioned EPIC ▪ MRA to conduct a dual-methodology study of County residents to test resident attitudes toward a potential millage proposal for, and to assist in the future planning of, the County-owned Kaliseum; a multi-use recreational and athletic facility located in Kalkaska, MI. First, a stratified 150-sample live operator telephone interview was conducted among likely May 2019 voters, stratified to closely resemble historical May election turnout. Upon completion of the telephone survey, all unique residential addresses in the county that appeared on the Secretary of State's qualified voter file were compiled into a mailing list, and post cards were sent via First Class mail to the resulting approximately 7,800 addresses. The post card, bearing the Kalkaska County logo, informed the recipient household of the reason for the communication, instructions as to how to participate in the survey online (which contained identical questions to the telephone survey questionnaire), or, in the alternative, how to contact EPIC ▪ MRA to request a printed copy with a postage paid return envelope or for assistance in obtaining a hard-copy version of the questionnaire from County offices. Ultimately, over 900 samples were obtained from the online/direct mail survey efforts and, when taken with and juxtaposed against the findings from the live operator telephone portion of the project, used to assist the County Board of Commissioners in the development of the millage proposal for the Kaliseum to be placed on the May 2019 ballot.

Contact: Mr. Kohn Fisher, Chair
Kalkaska County Board of Commissioners
605 North Birch Street
Kalkaska, MI 49646

Watertown Township

Project Description:

In January-February of 2019, Watertown Township once again commissioned EPIC ▪ MRA to conduct an online citizen satisfaction survey of Township residents. Invitations to participate in the survey were sent, via postcard, to the approximately 3,100 households in the township. The postcards, bearing the Township logo, were sent via First Class mail, and included instructions as to how to participate in the survey online, or, in the alternative, how to contact EPIC ▪ MRA to request a printed copy with a postage paid return envelope, or to arrange for a time to complete the survey in person over the telephone. In February of 2018, reminder postcards were issued to those same households as a way to bolster respondent participation. Ultimately, over 450 samples were obtained – a near identical participation rate as that of a similar study first conducted by EPIC ▪ MRA for the Township in 2007.

Contact: Ms. Jennifer Tubbs
Township Manager, Watertown Township
12803 South Wacousta Road
Grand Ledge, MI 48837
517-626-6593 ext. 207

City of East Lansing

Project Description:

In January-February of 2019, the City of East Lansing once again commissioned EPIC ▪ MRA to conduct an online citizen satisfaction survey; primarily focusing on the availability and quality of the Parks, Recreation, and Arts opportunities available to City residents. The 2019 survey was a similar study first conducted by EPIC ▪ MRA for the City in September-October 2011. EPIC ▪ MRA relied on the City to broadcast the existence of the survey, and both initial invitations and reminders to participate, using their internal email server. Just over 200 responses were recorded for the 2019 effort, down from the nearly 400 respondents that participated in the 2011 online survey. Nevertheless, results from the most recent 2019 effort were used to develop time-series data for the City, and assist in the planning and development of future Parks, Recreation, and Arts offerings to City residents.

Contact: Mr. Tim McCaffrey
Director, City of East Lansing Parks, Recreation and Arts
4100 Abbot Road
Room 211
East Lansing, MI 48823
517-319-6867

City of Plymouth Parks and Recreation Department

Project Description:

In 2017, the City of Plymouth Parks and Recreation Department commissioned a 325-sample, twelve-minute survey of residents of both the City of Plymouth and Plymouth Township. The survey was stratified proportionally in accordance with the population of each municipality, with an oversample of City residents completed to allow for sufficient analysis of that subset. The survey tested, among other things, use of and satisfaction with the Parks and Recreational offerings in the community, as well as the potential of combining parks and recreational services to serve both Township and City residents equally. As a result of the survey findings, and a presentation made by EPIC ▪ MRA to officials of both the City and Township at a publicly held meeting in October of 2017, the City of Plymouth has begun to successfully move forward with a Joint Recreation Master Plan with Plymouth Township; completed and adopted in May 2018.

Contact: Mr. Steve Anderson
Recreation Director, City of Plymouth
525 Farmer
Plymouth, MI 48170
734-455-6620 ext. 302

III. Proposed Survey Research Methodology

EPIC ▪ MRA is pleased to submit this response to the Request for Proposal (RFP), issued by Peninsula Township. This document details EPIC ▪ MRA's proposal to provide research services needed to conduct a survey "that will achieve both a high level of statistical reliability and inclusiveness" and attempt, to the best of our ability, "to reach all residents and stakeholders." It is our belief that the best and most thorough approach to this project would be to use a dual-methodology approach. EPIC ▪ MRA therefore recommends conducting a random sample, stratified live-operator telephone interview of township residents, as well a parallel study whereby the same survey would also be made widely available to all residents and stakeholders online, via mail, as well as having paper copies made available for pick-up at designated community locations. In this manner, a high level of confidence in the research can be achieved, all stakeholders will have a chance to voice their opinions, and the survey process will be "transparent from beginning to end." It is also understood that the overall budget dedicated to research is often necessarily first and foremost in our clients' minds, and thus, we are pleased to offer both survey research approaches and related services either jointly, or *a la carte*; with descriptions of, and pricing for, both to follow in this document.

A. Object of the Work

Broadly, the research contemplated would be designed to gather information from residents and stakeholders, using a questionnaire developed by the "township planning director and a steering committee", other potentially designated representatives of the Township, and the principals of EPIC ▪ MRA designated earlier in this proposal. Also, given the expressed interest in "understanding how public opinion might have shifted in recent years", it is envisioned that "selected questions from the 2006 survey are likely to be included in" the 2019 efforts to provide time-series data, and "see if and how attitudes have changed."

B. Synopsis of Experience and Approach

For over twenty-five years, EPIC ▪ MRA has provided professional survey research services to its clients. The bulk of these services has been for governmental and quasi-governmental entities such as regional planning authorities, universities, counties, K-12 and intermediate school districts, municipalities, transportation authorities, community colleges, library districts, financial institutions, state agencies, and membership organizations.

As with all its clients, EPIC ▪ MRA's first order of business would be to set a conference with designated Township representatives to review and discuss the work plan specifications set forth in this proposal. In this way, a common understanding of the goals of the research can been reached, and the methods used to achieve them are agreed upon. Consistent with the aim of providing actionable data, EPIC ▪ MRA's preference is to utilize live operator telephone interviews, a hybrid online-direct mail survey, or both, Township budget permitting, as the methodology for the instant project.

C. Work Plan Timeframe

It is noted that, in the original Request for Proposal received that a "four-to-six month period" is anticipated, and further, that the "project time frame could be dictated by the timing of a future township newsletter, should that method of survey distribution be among the options chosen. Typically, when using a live operator telephone interview methodology, a *six-to-eight-week* timeline (from initial consultation through presentation of a final report with recommendations) can reasonably be expected. Anticipated timelines for online and direct mail surveys are, by nature, generally protracted by an additional *four-to-six weeks*, in order to allow for surveys to be returned by mail, issuances of reminders to participate, etc.

With that said, presuming the consultation, drafting, and revision portion(s) of the project - essentially the construction and finalization of the survey instrument to be used - can be sufficiently expedited, a more flexible timeline can certainly be accommodated to meet the emerging needs of the Township.

A *potential* timeline for the project, should a dual-methodology approach ultimately be chosen, is described on the following page.

Timeframe	Work Plan Component
March 26, 2019	Award of Contract
April 2019	Formal Contract with EPIC ▪ MRA executed
April 2019	On-going consultation with the Township to finalize the Survey Instrument and sample stratification
April 2019	Preliminary testing of survey questions
Late-April 2019	Commencement of the Live Operator Telephone Survey (if desired)
Early-May 2019	Live Operator Telephone Survey complete
Early-May 2019	Commencement of Online/Direct Mail Survey (if desired)
Mid-May 2019	Frequency Report for the Live Operator Telephone Survey presented to the Township
	Cross Tabulation Reports Live Operator Telephone Survey presented to the Township
Mid-May 2019	Reminders to participate in the Online/Direct Mail Survey issued
Late-May 2019	Online/Direct Mail Survey closed
Mid-June 2019	Frequency Report for the Online/Direct Mail presented to the Township
	Cross Tabulation Reports the Online/Direct Mail presented to the Township
Early-July 2019	Report with recommendations presented to the Township
Early-July 2019	Findings presented to the Township (if desired)

EPIC ▪ MRA is well aware of the fact that the survey, its cost, and results, are subject to the Freedom of Information Act, and open to public scrutiny. However, our firm has great experience with taking on public entities as clients, and we pride ourselves on our ability to craft an unbiased survey instrument, and present results in a manner that justifies the expenditure of public dollars. Moreover, our services include the offering of an oral presentation of results, if desired, which, more often than not, is delivered as part of a regularly scheduled board meeting; a feature that goes a long way toward calming any concerns in the community about the expenditure of tax dollars on a public opinion survey.

IV. Scope of Services

Broadly, and as described earlier in the proposal, the scope of work is to conduct survey research among residents, and yet-to-be identified stakeholders, in Peninsula Township. It is also understood that the Township has generously offered its support to the selected consultant, ". . . in the following specific ways:

1. Staff will provide relevant information to the consultant such as past survey information and draft questions and will work with the consultant to design the survey.
2. Staff will schedule meetings with the steering committee.
3. Staff will assist with conducting the pre-survey.
4. Staff will provide all materials associated with mailing the survey (labels, survey document copying, envelopes, postage, etc.)
5. Staff will provide labor necessary to enter data electronically into a computer system.
6. Staff will provide space on the township website for an electronic survey instrument."

Additionally, the Township has offered "Peninsula Township personnel [to] enter data into the computer, relying on the consultant to provide instruction and some form of electronic template."

While the latter offering is certainly appreciated, our experience with similar projects suggests that the return of questionnaires to the chosen consultants' office helps not only with overall response and return rates, but also with assurances of confidentiality and the integrity of the data for the members of the community being surveyed.

As briefly discussed in the "Answers to questions posed about the RFP", EPIC ▪ MRA would also look to the Township to identify, and provide a list of, or contact directly, non-resident stakeholders, which would likely "include entities such as local business owners and potentially non-resident land owners", as the project unfolds.

A. Live Operator Telephone Survey Research

EPIC ▪ MRA maintains an in-house database of commercially available, published telephone numbers, both landline and cell phone, and appends this database with Secretary of State's qualified voter file and Bureau of the Census information to generate the desired sample pool. With the increased incidence of exclusive use of non-landline devices, practitioners in the industry continue to explore ways to ensure that all segments of the subject population are appropriately represented in the sample. For the past several years, EPIC ▪ MRA has acquired cell phone number lists and successfully incorporated cell phone-only users in all its surveys. As standard practice, EPIC ▪ MRA augments its land-line sample by completing a portion of the sampling (*generally 30 percent of the total*) with cell phone only-users, without a concomitant increase in the end service price. This helps to ensure that the entire population, especially those in the younger age categories, are sufficiently sampled and represented in the overall survey results.

Interview length is one primary factor in determining the overall price of the research. Sample size, or the number of interviews to be administered, is the other main variable that determines survey's cost. The number of samples selected for completion is dependent on a number of factors, chief among them being the overall size of the potential respondent pool, as well as the Client's need to analyze population subsets (e.g. respondents by age group, year-round residents vs. seasonal, etc.) within the overall sample.

An initial review of the Township reveals an adult resident population of approximately 4,800, out of a total population of just under 6,000, residing in approximately 2,600 households. Experience indicates these respective totals can comfortably support a stratified 200-sample survey (with a margin of error of 6.7%) , but that a live operator telephone survey of greater sample size would be neither timely, nor cost-effective.

Live operator telephone surveys - like the ones we have conducted for literally hundreds of municipalities, school districts, public libraries, and transit authorities in Michigan over the past three decades - are still the best, and most accurate, way to capture public opinion and deliver "statistically valid results" and reliability. It is noted that such a sampling would attempt to capture no more than one interview per household contacted, as is standard industry practice.

B. Online/Direct Mail Survey Research

Whether as a supplement to a live operator telephone survey, or standing alone, the Township may also want to consider a tandem online/direct mail survey directed toward all households and designated stakeholders. As noted earlier in this response, an online/direct mail survey would be an effective method for reaching the wider audience of "all residents and stakeholders". While not amenable to strict pre-stratification (unlike live operator telephone surveys), the online methodology remains an effective tool when seeking to engage a wider audience and ensure inclusivity.

Under this approach, which is usually launched immediately after completion of the telephone survey, it is the recommendation of EPIC ▪ MRA that postcards be sent to all households, inviting residents to visit the Township website in order to log-in to an online survey. The postcard would include information about why the Township is conducting the research and assure respondents of the confidentiality of their responses by noting that EPIC ▪ MRA has been commissioned to administer the project. To ensure the integrity of the results, the postcard would also bear a unique User ID, the input of which would be required in order to complete the survey online. It is envisioned that the User ID would be unique to each *household*; but that multiple members of the same household could use the same ID number to participate in the survey. In this manner, EPIC ▪ MRA would be able to monitor not only the participation rate from residents as a whole, but also identify – in the unlikely event – any attempts to *"stuff the ballot box"*; which could potentially skew the survey's findings.

Further information on the postcard would include contact information for EPIC ▪ MRA should residents have questions or concerns, as well as directions as to where and when residents could obtain printed copies of the survey made available by the Township. EPIC ▪ MRA would provide

the township with postage-paid return envelopes, deliverable to EPIC ▪ MRA, which would be distributed with any paper copies of the survey questionnaire, for ease of return by respondents. As noted earlier in this proposal, our experience with similar projects suggests that the return of questionnaires to the chosen consultants' office helps not only with overall response and return rates, but also with assurances of confidentiality and the integrity of the data for the members of the community being surveyed.

EPIC ▪ MRA would assist in crafting the language of the invitations to be sent (whether via mail or electronically) and would be also responsible for the mailing of both the initial postcard invitations to participate in the survey, as well as a follow-up "reminder" postcard that would arrive at township residences the week prior to the mutually agreed upon closing date of the online/direct mail survey; paying close attention to participation rates and trends as the online survey is "live and open for participation." EPIC ▪ MRA would provide the township with the necessary link to post on the township's website, but also look to the Township to broadcast the existence of the survey - whether through signage, word of mouth, township newsletters – in order to encourage a high level of participation.

Analysis of the results from this survey of a wider audience would be separate from, but the same as, that provided for the live operator telephone survey.

C. Quality Assurance and Control (QA/QC) and Confidentiality

EPIC ▪ MRA is accustomed to close collaboration from its prior work with similar clients and looks forward to its relationship with the Township on this project.

There are also some aspects of the work where the Township will not likely be directly involved, most notably in the process of administering of live operator telephone interviews and compiling the resulting data. To ensure quality in this realm, EPIC ▪ MRA relies on nearly three decades of survey research experience and the experience of its personnel in having direct management responsibility over all aspects of call center operations and data entry. For twenty years prior to turning to Mouthpiece Communications, EPIC ▪ MRA maintained its own phone center, and its current staff was responsible for completion, data entry, and oversight, of live operator telephone interviews. This experience has proven invaluable in recognizing when the data received from a call center exhibits the attention to quality control measures such as monitoring staff interviews, oversight of recording responses, and adherence to any pre-recruitment stratification quotas and other practices present with reputable firms.

Another quality control measure is interviewer training. Once in the field, interviewers will attempt to contact, interview, or arrange an interview with individuals, emphasizing to respondents the importance of a high response rate, and its impact on the integrity of the research project. Employing an assertive, yet courteous contact protocol tends to reduce survey non-response rates and has resulted in suitable response rates for EPIC▪MRA live operator survey research projects of this nature. As for interviewer bias, the call center personnel generally have an average of over three years of interviewing experience and have a full appreciation for reading the questionnaire script strictly word-for-word. Indeed, to the extent that there are terminations of employees, it is the inability or unwillingness to adhere to this requirement that is high on the list of reasons for follow-up action with a call center employee.

The confidentiality of the individual respondent is the, *sine qua non* of the trade, and EPIC ▪ MRA goes to great pains to respect this axiom. EPIC ▪ MRA's administrative office, its selected call center, or the personal computers of its principals, are the only locations where the client's file of background information, questionnaire drafts, sampling frames, data entry, transcription of comments, tabulation of results, and electronic storage of the data will take place. It cannot be envisioned why any of the hard copy of the data would leave the firm's office, and only back-up electronic copies of aggregate data would find their way off-site.

Similarly, we hold all Clients' work strictly confidential, and only release deliverables to designated representatives of the Client. However, should EPIC ▪ MRA be chosen as the selected vendor for this immediate project, literally dozens of examples of similar research - and their respective frequency reports, cross-tabulation reports, written reports, executive summaries, and Power Point presentations - would be able to be made available to Township for review and comparison, and to serve as examples for the work outlined in the instant RFP.

D. Data Analysis and Final Reporting

At the end of the collection process, the data is ready for application of aggregation and tallying software. EPIC ▪ MRA uses SPSS software packages for the processing of its survey data. The results of the aggregation are known as:

Frequency results - the percentage of all respondents saying "yes, no, undecided, refused, etc." to the survey questions; and,

Cross Tabulation reports - the tabulation of responses to individual questions by demographic segment; such as by geographic area, gender, age, parent status, etc.

The Frequency results are useful in gauging overall reaction to specific questions posed, and for garnering a notion of what the attitudes of the population as a whole might be. The Cross Tabulation reports are beneficial (presuming the subset being analyzed is sufficiently large) in getting a handle on how particular segments (e.g. older vs. younger residents, for example) of the sampling population react to a question in comparison to the entire sample. Taken together, the findings of those reports are then analyzed, a written report composed, and all are presented to the client; including findings and recommendations.

V. Research Pricing and Services Provided

For convenience in the consideration of survey research services desired by the Township, and with respect to the overall budget ultimately allocated for the project, EPIC ▪ MRA offers the following prices for services *a la carte*. It is noted at this time that all pricing for services offered in this proposal will remain valid for 90 days.

A. Live Operator Telephone Survey Research

Survey Length	**200 Samples** *(Margin of error 6.7%)*
Up to 12 Minute Interview	$11,250.00
13 to 15 Minute Interview	$13,500.00
16 to 18 Minute Interview	$15,850.00

The prices shown above reflect the fee for all survey-related services including:

- Pre-survey client consultation
- Ongoing telephone consultation to develop the questionnaire
- Final survey instrument drafting
- Telephone sample draw
- Up to 30 percent cell-phone only respondents as part of the sampling
- Telephone interview administration and supervision
- Data entry of results
- Coding and grouping of any open-ended responses
- A file containing raw data in an Excel spreadsheet presented to the Township
- Frequency report and Cross Tabulation tables
- Textual Executive Report
- PowerPoint Presentation of results, if desired
- Post-survey oral presentation of results, if desired

Additional trips to the Township (beyond an initial pre-survey client consultation and a post-survey oral presentation of results) will be billed to the Township at $500.00 per instance.

B. Online/Direct Mail Survey Research

Using the 2006 Peninsula Township survey as a rough approximation of what can be reasonably expected of the yet to be established 2019 Community Survey, the costs and fees outlined below are for online/direct mail surveys that represent a12 to 15-minute interview length and are of average complexity. Obviously, surveys of greater length and complexity would bear a slightly increased cost.

The price below reflects the fee for all survey-related services including:

- Ongoing consultation to develop the questionnaire
- Programming of and hosting the online survey
- Initial and Reminder postcard printing, sequencing, and postage
- Administration of the returns
- Data entry of returned results via mail
- Coding and grouping of any open-ended responses
- A file containing raw data in an Excel spreadsheet presented to the Township
- Frequency report and Cross Tabulation tables
- Textual Executive Report
- PowerPoint Presentation of results, if desired
- Post-survey oral presentation of results, if desired

Additional trips to the Township (beyond an initial pre-survey client consultation and a post-survey oral presentation of results) will be billed to the Township at $500.00 per instance.

Professional fee for the online/direct mail survey: **$12,500.00**

Peninsula Township, MI

Community Survey

March 14, 2019

STRATEGY MATTERS

Ady Advantage™

Proposal

Provided to:
Randy Mielnik
Planning Director
Peninsula Township
13235 Center Road
Traverse City, MI 49686
231.223.7314
planner@peninsulatownship.com

Table of Contents

Cover Letter	4
Project Team	5
Our Project Understanding	11
Project Approach	14
Project Timeline and Investment	20
Appendix A: References	23
Appendix B: Biographies	26

Cover Letter

LETTER FROM THE PRESIDENT

Randy Mielnik
Planning Director
Peninsula Township
231.223.7314
planner@peninsulatownship.com

Dear Randy:

We are pleased to submit the following proposal to assist Peninsula Township in a Community Survey. The last community survey was completed 15 years ago, and it is time to take a fresh look at resident perceptions and opinions in order to help inform Peninsula Township's Master Plan update in the coming years.

In business since 2003, Ady Advantage specializes in serving the needs of economic development organizations and communities across the country. Our consultancy practice covers the full spectrum of economic development, from site selection and site certification to economic base analysis, from strategic planning to talent and placemaking initiatives, and from comprehensive marketing plans to the implementation of multi-channel marketing initiatives. We have worked with economic developers of all kinds, in both rural and urban settings.

Ady Advantage is pleased to be joined by LandUseUSA | Urban Strategies as a subcontractor on our team. LandUseUSA is a market research and analysis firm located in Central Michigan and founded by Sharon Woods in 2008. Sharon is a certified Counselor of Real Estate with extensive experience in the retail and residential industries. She is also a demographer, geographer, mathematician, and economist by training and trade. Her firm focuses on developing land use strategies that best align with the lifestyle preferences of established and migrating households. Her work has been used by many communities to identify market gaps for missing middle housing formats, shopping choices, and new development.

Our teams' unparalleled understanding and experience in community and economic development, as well as our strong research team, will serve Peninsula Township well.

The remainder of this proposal details the process we would use to help to the Peninsula Township develop an inclusive and engaging community survey for future planning efforts. We are excited at the prospect of working with you!

Best regards,

Janet Ady
President and CEO

Project Team

About Our Firm

COMPANY OVERVIEW

Voltedge, Inc. dba Ady Advantage
301 South Blount Street, Suite 103
Madison, WI 53703
608.663.9218
www.adyadvantage.com

Who We Serve

Ady Advantage is a specialized economic development and site selection consultancy that serves the needs of two interdependent entities: economic development organizations (EDOs) and relocating and expanding companies. We use our in-depth knowledge of what businesses need to help EDOs craft effective business and talent recruitment, retention and expansion strategies and initiatives. We also assist small- and medium-sized enterprises, primarily manufacturers, in developing and implementing growth strategies.

Our Mission – Making The World A Better Place

The mission of Ady Advantage is to enhance the economic vitality of both businesses and communities through the identification and implementation of unique strategies based on a comprehensive discovery of clients' distinctive assets.

We consistently provide exceptional insights based on our unparalleled experience that crosses industries and geographic borders, resulting in better positioned businesses and communities that provide opportunities for the next generation of people – citizens, employees, and employers.

About Our Firm

COMPANY OVERVIEW

LandUseUSA
6971 Westgate Drive
Laingsburg, Michigan 48848
517.290.5531
www.LandUseUSA.com

LandUseUSA is a group of professional consultants specializing in real estate consulting, place-based Target Market Analysis (TMA), Downtown Market Strategies, and Land Use Economics. Services are customized for each unique project and place, and backed by intelligence on the preferences of retailers, tenants, shoppers, and residents.

Our clients include communities, urban and town planners, and private developers. We help planning firms demonstrate the economic viability of master plans. We also help developers identify investment opportunities and optimal land uses. And, we help downtowns identify their optimal mix of merchants and tenants. Our experience is coast-to-coast, from Alaska to Puerto Rico; and from California to Maine.

Residential Target Market Analysis
Housing strategies matched with lifestyle preferences of migrating households.

Retail Target Market Analysis
Retail strategies matched with shopper and visitor preferences.

Residential Market Strategy
Diverse housing formats by tenure, size, rents, and amenities.

Downtown Market Strategy
Mixed uses and Placemaking to activate Main Streets and downtown districts.

Economic Growth Strategy
Diversification for new industries, skilled jobs, and revenues.

Retail Market Strategy
Merchants, optimal tenants, destination stores, and retail formats.

About Our Firm

TEAM EXPERTISE

Ady Advantage brings the below unique core competencies to the Peninsula Township project.

Unique Economic Development Insights

- ***Second-Generation Site Selector's Perspective.*** Janet Ady's father, Bob Ady, is considered one of the pioneers of the site selection industry. As a firm built with site selection in our DNA, we bring that perspective to every assignment and project, so that our clients are better equipped to respond to the highest level of scrutiny from prospective companies looking to invest in their communities.
- ***Thought-Leadership.*** Ady Advantage is invited to speak at national conferences, including IEDC, Mid America Economic Development Council, Northeastern Economic Development Association, Utility Economic Development Association, state economic development associations and governor's conferences, as well as other organizations. We have been quoted in leading publications, including the Wall Street Journal and Bloomberg Business Week.
- ***Understanding of All Types of Economic Development Organizations.*** Since our founding in 2003, we have worked with over 450 economic development organizations, including cities, counties, and state level economic development organizations, utilities, COG/RPC regions, and others.

Integrated, Multi-Disciplinary Focus

- ***Multi-Disciplinary Team.*** Ady Advantage staff are a mix of multi-state economic developers, rural community experts, strategic planners, economic researchers, placemaking experts, and marketing strategists.
- ***Research to Strategy to Implementation.*** Our team has the skills and abilities to take a project from research all the way through to implementation.
    - We seamlessly transitions from economic development research to competitive positioning and implementation activities such as strategic planning, marketing, branding, and websites.
    - Placemaking is also a foundational element of our practice. This perspective takes into consideration how the importance of quality of place impacts the successful growth of a community.

About Our Firm

TEAM EXPERTISE

Adaptive Approaches

- ***Customized Methodologies.*** Ady Advantage has experience right-sizing projects based on client needs and creating unique methodologies to accomplish the best outcome for each client.
- ***Customer-Centric and High Level of Accountability.*** For the past three years, Ady Advantage has surveyed each of our clients for their feedback on the quality and impact of our work. This survey program started in the fourth quarter of 2015.
    - Results show 100% of those surveyed would choose us again, and 100% would recommend us to others.

TOP REASONS FOR CHOOSING ADY

OUR PROJECT OUTCOMES

Project Team

KEY PERSONNEL

The flowchart below depicts Ady Advantage's fully integrated team. Janet Ady will serve as relationship manager, Ashley Scray will oversee the project and Jordan Ackerman will serve as the day-to-day project coordinator and main point of contact. Full bios can be found in Appendix B.

Janet Ady
Ady Advantage
President and CEO
Account Supervisor

Sharon Woods
LandUseUSA
Principal and CEO
Market Analyst and Local Expert

Ashley Scray
Ady Advantage
Research Manager
Project Manager

Mark Knickelbine
Ady Advantage
Marketing Manager

Jordan Ackerman
Ady Advantage
Sr. Research Analyst
Project Coordinator

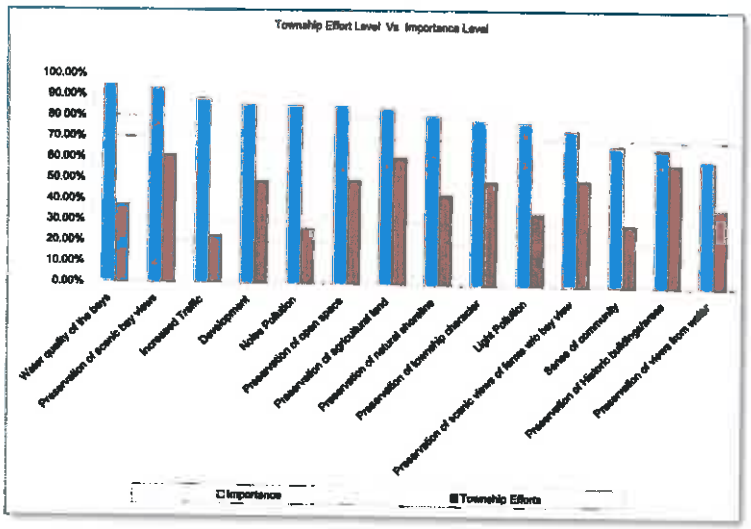
Our Project Understanding

Our Project Understanding

BACKGROUND

Peninsula Township is located within Grand Traverse County, Michigan and has a population of nearly 6,000 people and about 2,600 households. Grand Traverse County, Michigan, has experienced steady population growth over the past five years and has seen business growth in the retail, health care, manufacturing, construction, and accommodation and food service sectors. Peninsula Township, specifically, is more rural than Traverse City and is known for its vineyards, orchards, scenic vistas and more than 40 miles of Great Lakes shoreline. These natural assets make Peninsula Township a destination for summer residents and tourists.

Peninsula Township conducted a community survey in 2006 that involved high community engagement and provided rich information and insights in resident perceptions and community issues. The previous survey identified public opinion on key issues, such as South End development, bike paths, windmills, etc.



Some of the most important issues identified through that survey included:

- Water quality of the bays
- Preservation of scenic views of bays
- Increased traffic
- Development
- Noise pollution

This information was a key input into the Township's 2011 Master Plan. The township is now interested in conducting another community survey to both identify new opportunities and challenges, as well as to benchmark findings from the previous study to identify what has changed.

Our Project Understanding

OBJECTIVE

Conduct a community survey that includes a high-level of community engagement and yields statistically valid and reliable results that the Township can use as a foundation for a new community master plan.

SCOPE ASSUMPTIONS

- We assume that Peninsula Township will support the project in the following ways:
    - Staff will provide relevant information to the consultant such as past survey information and draft questions and will work with the consultant to design the survey.
    - Staff will schedule meetings with the steering committee.
    - Staff will assist with conducting the pre-survey.
    - Staff will provide all materials associated with mailing the survey (labels, survey document copying, envelopes, postage, etc.).
    - Staff will provide labor necessary to enter data from printed surveys electronically into a computer system.
    - Staff will provide space on the township website for an electronic survey instrument.
- Our proposal includes two review and approval rounds for items such as draft surveys, reports and other elements. If additional rounds are required, we will advise you on a time and materials basis.
- In the event a task, deadline, or data cannot be obtained or met, Ady Advantage will work with the project team to identify the gap and provide a reasonable resolution.

Project Approach

Project Approach

Step 1: On-Site Project Initiation

During this on-site meeting, we will gain an overview of Peninsula Township's and the steering committee's goals for this project.

- Ady Advantage will spend a day on-site meeting with the steering committee, touring the community and holding a public meeting to announce the survey initiative.
- Below is an outline of an agenda for the on-site visit.

  Steering Committee Kick-Off Meeting – 2 hours

  - Determine communication protocols with the project team – main points of contact, preferred methods and frequency of communication, etc.
  - Prompt for pertinent background materials, including past studies, reports, etc.
  - Discuss stakeholder groups to include in the survey beyond current residents and obtain lists from Peninsula Township team.
  - Discuss the steering committee's preliminary thoughts on survey questions or topics.

  Community Tour – 2 hours

  - Peninsula Township staff will provide Ady Advantage team with a tour of the community, pointing out key assets, projects, development areas, etc.
  - This will help provide a baseline understanding of some of the topics and issues to include in the survey.

  Public Meeting – 1 hour

  - After the project kick off meeting, on the same day, hold an hour-long public meeting to inform residents about the project process, survey methodology and timeline.

Project Approach

Step 2: Demographic Research and Analysis

Ady Advantage will conduct a thorough analysis of Peninsula Township's demographics and review other relevant background data.

- Review past studies, reports, etc. provided by Peninsula Township in Step 1, including 2006 survey results to gain a baseline understanding of regional strengths and weaknesses to benchmark in this round of survey analysis.
- Prepare a demographic profile of the township that demonstrates its current family and household composition.
- Prepare a profile of the township's current lifestyle clusters and relevant attributes, with comparisons to the City of Traverse City and other neighboring jurisdictions.
- Provide a profile of the media preferences of each of the township's established lifestyle clusters.
- This information will be used to formulate survey strategies that will reach a representative segment of population and their household attributes. It can also be used to determine whether some lifestyle clusters appear to have higher response rates than others. Those results can then be used to adjust the surveying strategies and methods during the process, as needed to ensure that we have a sample that is truly representative of the established households.

Step 3: Public Input Session

Share the project process with the general public and allow them the chance to identify topics they would like addressed through the community survey.

- Hold a public input session to discuss survey methodology and gain initial insights on questions or topics to broach in the community survey.
- This session will be used to both inform residents and stakeholders of the survey initiative, as well as gain their input.
- Ady Advantage will conduct this session remotely and lead via Skype or Zoom.

Project Approach

Step 4: Messaging and Survey Development

Ady Advantage will use the findings from Step 2, as well as its previous experience in community engagement surveys to develop messaging and survey questions.

- Develop messaging that can be used in various forms to distribute the survey. This will include messaging for a webpage on Peninsula Township's website, press release content, social media posts and an email.
- Design the community survey using findings from the 2006 survey, demographic information, input from project steering committee and known industry best practices.
- Sharon Woods will provide strategic input on the survey questions as well, leveraging her understanding of the local market, culture, and demographics.
- Once the survey questions are developed, hold a teleconference call with the Peninsula Township project steering committee to review, discuss and finalize survey questions.

Step 5: Preliminary Testing of Survey

Ady Advantage will conduct a pre-survey to gain feedback on survey design, questions, etc. before distributing to the public.

- Distribute the survey to a random sample of up to 20 individuals to gain feedback on the survey questions, format, length, etc.
- Collect and summarize feedback and use this to make any needed changes to the survey questions.
- Provide final survey to project steering committee for approval.

Project Approach

Step 6: Community Survey Launch and Distribution

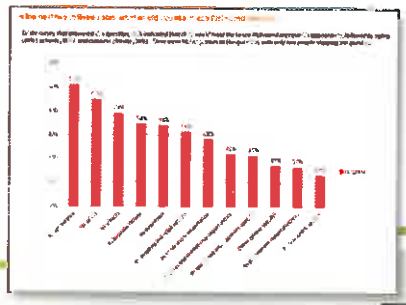
Launch the community survey and provide direction to Peninsula Township team on survey distribution.

- The approach that we are recommending for the survey collection will ensure a high-level of statistical reliability and inclusiveness.
- Surveys will be distributed (with the assistance of Peninsula Township) online via email, news release, website link, and social media.
- Paper copies of the survey will also be available in common locations throughout Peninsula Township, to be discussed and agreed upon in Step 3. The Peninsula Township staff will be responsible for printing, distributing, collecting and entering data into electronic format.
- The survey will be open for up to one month to collect adequate responses. Ady Advantage will provide updates to the project team on response rate weekly, so that we can redirect distribution efforts as needed.
- The goal for number of responses will be at least 250 people in order to conduct proper analysis on the survey. If this number is not reached, results may not be statistically valid.
- Hold a public meeting on-site to officially launch the community survey and to create excitement and press coverage about the project.

Step 7: Community Survey Analysis

Analyze community survey results, focusing on key themes and issues identified by all respondents.

- Where possible, provide comparisons and benchmark analysis by different demographic groups. This may include different age ranges, new residents versus older, etc.
- If questions overlap with 2006 community survey questions, Ady Advantage will analyze changes from 2006 to 2019 responses.
- Determine planning implications from survey results. Interpret and translate the survey results into relevant land use and planning implications, and particularly as it pertains to building form. For example, the survey results might point to a local market need for live-work units; seasonal rentals; quality shopping choices in the grocery, pharmacy, and hardware retail categories; entertainment venues that complement the vineyards and tourism industries; and recreational resources.



Project Approach

Step 8: Final Reporting and Presentation

Create a summary report describing the survey process and major findings.

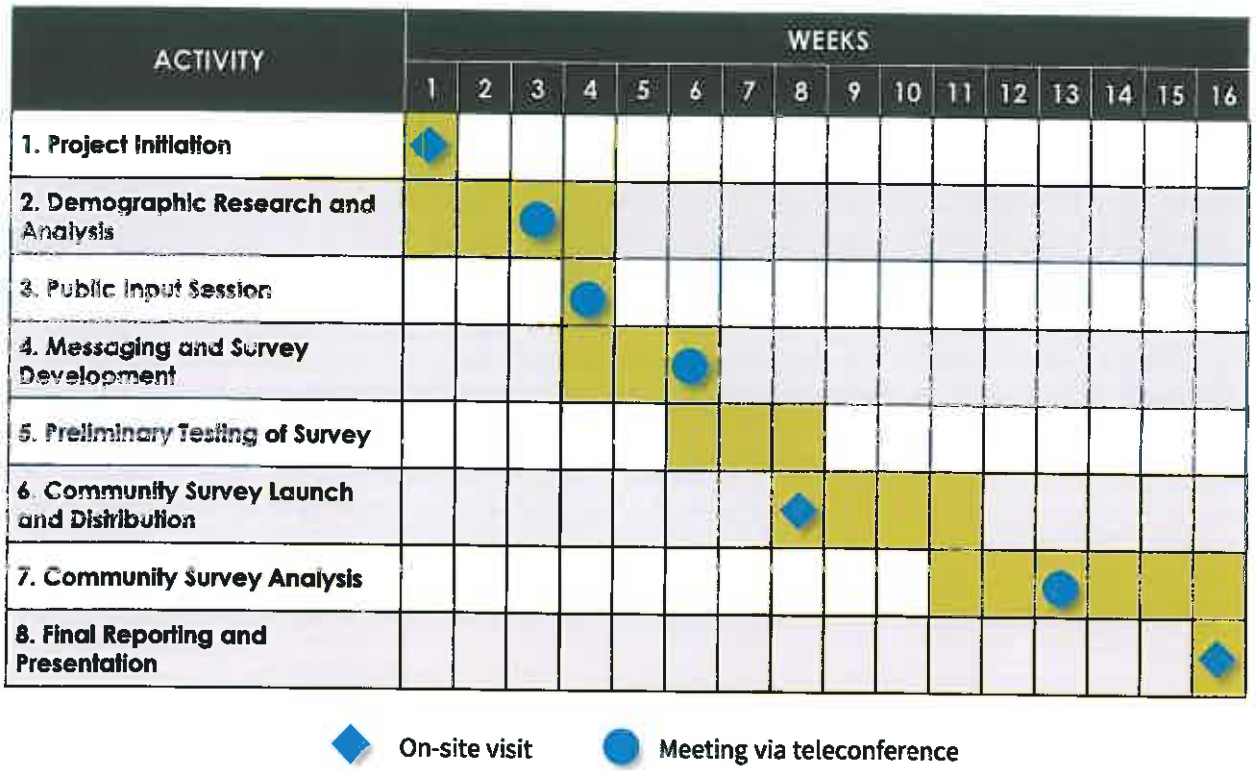
- Share results with project steering team committee and allow time for feedback, comments and questions.
- Any edits that need to be made will be made within a week of this presentation. This will allow us to develop a final presentation for the public meeting.
- Hold an on-site evening public meeting to share major findings from the survey process and answer any questions.

Project Timeline and Investment

Project Timeline and Investment

PROJECT TIMELINE

The project is estimated to take approximately four months to complete. This timeline can be accelerated within reason to meet Peninsula Township's needs.



Project Timeline and Investment

PROJECT INVESTMENT

The total fee for professional services for the proposed scope of work is $37,500. This fee does not include out-of-pocket costs related to travel. Travel costs will be billed as incurred. All mileage expenses will be build at the 2019 IRS reimbursement rate.

If additional services that are outside of this current scope are requested, including any additional on-site visits, the following hourly rate cost structure will be used. Ady Advantage will discuss scope of any additional services with the Peninsula Township team and provide an add-order for approval.

Staff Level	Hourly Rate
Account Manager	$240
Project Manager	$185
Senior Specialist	$150
Specialist	$120

Payment Terms. Normal terms are half of the total project cost being due to Ady Advantage upon project initiation, with the remaining half being due upon project completion, 1.5% Net 10.

Ady Advantage reserves the right to prepare a revised proposal if the scope changes significantly from what is described in the methodology section of this proposal. Ady Advantage shall provide a written proposal and will get approval from authorized staff involved in economic development efforts before beginning any additional work.

Should the project be canceled or progress postponed for more than 45 days, the client shall pay one-half of the estimated cost or actual costs for the work performed to date, whichever is higher.

Other Terms and Conditions. This proposal is subject to our standard General Terms and Conditions, a copy of which is available upon request. This estimate is valid for 30 days.

Confidentiality. This proposal is the confidential and proprietary information of Ady Advantage. Please disclose it only to individuals in your organization who need to know and inform them of its confidentiality. Do not disclose it to individuals outside of your organization without the prior permission of Ady Advantage.

Appendix A: References

Relevant Experience

City of Richmond, IN
Dave Snow
Mayor
765.983.7208
mayor@richmondindiana.gov

Richmond, Indiana, a city of 35,000 residents in east central Indiana was looking to improve the effectiveness of its economic development and tourism efforts. One strategy for achieving that goal was to better define its brand to provide a foundation for integrated marketing of the city's development efforts. As part of the branding process, Ady Advantage conducted a community survey. The quantitative research component consisted of a 40-item online survey distributed widely to Richmond area residents via email and social media. More than 950 respondents completed the survey, which was designed to gather data on general impressions and attitudes regarding Richmond, along with specific business climate questions that were shown only to business decision makers.

City of Waupun, Wi
Kathy Schlieve
City Administrator/Director of Economic Development
920.324.7912
kathy@cityofwaupun.org

The City of Waupun is located along the 151 corridor in East Central Wisconsin. It is about 60 miles northeast of Madison and 70 miles northwest of Milwaukee. With a population of about 12,000, it also lays in two adjacent counties: Dodge and Fond du Lac. Ady Advantage worked with the City of Waupun to develop an economic development strategic plan. Through that process, we reviewed the significant amount of information about area assets and stakeholder perceptions previously collected by the City. We also collected our own primary research through interviews and focus groups. Some of the themes/challenges identified included a lack of engagement by area employers; a lack of diversification in the economy; a relatively high percentage of poverty; some empty stores downtown; and, store fronts being used more for services than retail. This information helped inform Waupun's new community brand.

Relevant Experience

City of Monroe, MI
Mark Cochran
Economic Development Coordinator
734.384.9129
mark.cochran@monroemi.gov

Monroe, Michigan, a city of 20,700 residents along the western shore of Lake Erie, was looking to identify retail and residential target markets for the area. LandUseUSA applied a detailed quantitative residential and retail supply-demand and gap models and identified downtown merchant strategies and city-wide needs for Missing Middle Housing formats. The study included an economic assessment, addressed Placemaking, and identified waterfront reinvestment strategies. Since completion of this work, the city has also invited LandUseUSA to assist with site-specific and corridor improvement plans.

City of Luna Pier, MI
Crystal Manley
Deputy Clerk
734.848.6495
cmanley@cityoflunapier.com

The City of Luna Pier, a small city of 1,400 residents along the western shore of Lake Erie, was looking to develop an economic strategic plan for the city. LandUseUsa subcontracted on the project to provide a residential and retail market analysis for the city. Project goals included redevelopment strategies for the former power plant; business development strategies for downtown merchants; measuring opportunities for the creation of new, good-paying jobs; and identifying the need for new housing that will help intercept migrating families.

Appendix B: Biographies

Appendix B: Biographies

Janet Ady
President and CEO
608.663.9218 ext. 201
jady@adyadvantage.com

Janet Ady is an experienced business strategy consultant, author, and speaker who focuses on helping both communities and companies meet their growth and diversification goals.

PROFESSIONAL EXPERIENCE

Ady Advantage, President and CEO

MEMBERSHIPS/AFFILIATIONS

Faculty Member, Heartland Economic Development Institute; Wisconsin Basic ED Course; Illinois Basic ED Course

Author, *The Rural Economic Development Toolbox* (2014) and *The Economic Development Talent Toolbox* (2015)

Regularly speaks and teaches on Economic Development business and marketing strategy

Northeastern Economic Developers Association, Mid-America Economic Development Council, member

EDUCATION

J.L. Kellogg Graduate School of Management at Northwestern University, Evanston, IL; Masters in Management (M.B.A.)

University of Illinois at Champaign-Urbana, B.S. in Business Administration

As president of Ady Advantage, Janet has worked with over 400 economic development organizations and utilities throughout North America. She brings expertise in research, branding, and marketing to provide integrated solutions for initiatives ranging from target industry analyses and economic development websites to brownfield re-use and marketing programs and strategic planning.

Having special interest and expertise in rural economic development, economic development talent strategies, and agribusiness development, she has written books and articles on these topics and authors an industry-leading blog with thousands of readers.

Janet conducts a great deal of field work each year for both her economic development and corporate clients. Over her career, she has interviewed more than 3,000 business and technical decision-makers at a wide range of companies. Her knowledge of multiple industries allows her to provide value to individual businesses as well as communities and regions targeting specific sectors.

She brings an in-depth knowledge of the site selection process, especially in terms of understanding what factors are evaluated during each step along the decision-making process and how to optimally position places while developing compelling, differentiating messages.

On the corporate side, Janet consults with companies looking to grow, diversify, expand, and relocate. Services range from site selection to growth planning and business development strategy.

Appendix B: Biographies

Ashley Scray
Research Manager
608.663.9218 ext. 208
ascray@adyadvantage.com

PROFESSIONAL EXPERIENCE

Ady Advantage, Research Manager

Northwestern Mutual

Pioneer Metal Finishing

EDUCATION

B.S. in Management with minors in Accounting and Spanish

University of Wisconsin – La Crosse

Certified Economic Developer (CEcD)-On Going

FOCUS

Project management

Client relations

Primary and secondary market research

Data analysis and reporting

A tenacious and insightful researcher who knows how to analyze and mine qualitative and quantitative data in ways that support clients' marketing discovery, planning, and implementation.

Ashley Scray has a passion for research and data. Her management education provides the knowledge and experience to analyze qualitative data, while her training in accounting helps her understand the quantitative aspect of research as well. Clients benefit from her organized, logical, research-based approach, as well as her ability to clearly communicate and lead teams toward their goals.

Ashley believes that all good marketing strategies include some sort of research, whether it be qualitative or quantitative, or both. As the lead researcher at Ady Advantage, she cultivates both popular and more obscure sources of data to support clients in marketing discovery, planning and implementation.

Some of her recent projects include target industry analyses, focus groups, end-user market research, content development for economic development websites, and research to help in the development of marketing materials, such as regional profiles and target industry sheets.

Appendix B: Biographies

Mark Knickelbine
Marketing Project Manager
608.663.9218 ext. 202
mknickelbine@adyadvantage.com

PROFESSIONAL EXPERIENCE

Ady Advantage, Marketing Projects Manager

Years in career prior to Ady Advantage: 28 years

EDUCATION

University of Wisconsin-Madison

M.A. in English

University of Wisconsin-Madison

B.A. in Journalism

FOCUS

Marketing Strategic Development

Brand and Message Creation

Creative Campaign Development

A seasoned marketing professional who understands economic development and how business decision makers think.

Mark Knickelbine's 28 plus years of marketing communications experience have given him the chance to work in virtually every medium, from print to events, from direct mail to the web, and from news media contact to social media. Although he knows how to use many ways to communicate, Mark always begins from the same starting base: a thorough understanding of the target audience and how marketing strategies will get the kind of results our clients demand.

Immediately prior to joining the Ady Advantage team, Mark spent eight years as an economic development policy analyst in the Wisconsin Legislature. That experience acquainted him with the entire range of economic development initiatives: business attraction, retention and expansion, new business startups, site selection, angel and venture capital investing, business incentives at all levels of government, workforce development, and more. Mark crafted legislation designed to help small businesses thrive, attract business investment capital, and meet the workforce demands of next-generation manufacturers.

This unique combination of experience enables Mark to approach marketing strategy from an economic development perspective. He understands the opportunities and challenges that businesses, EDOs, and communities face, and the process corporate decision-makers follow as they determine how and where to grow their companies. This perspective enables Mark to craft marketing strategies, brands, and messages that move business leaders to act.

Mark's projects for Ady include community branding, strategic planning, site marketing, web and social media presence, and creative development of comprehensive multi-media campaigns.

Appendix B: Biographies

Jordan Ackerman
Senior Research Analyst
608.663.9218 ext. 206
jackerman@adyadvantage.com

PROFESSIONAL EXPERIENCE

Ady Advantage, Senior Research Analyst

WPS Health Solutions, Customer Support Liaison

UW-M Libraries, Media and Reserve Assistant

EDUCATION

B.B.A in Marketing with a minor in Business Spanish

University of Wisconsin – Milwaukee

FOCUS

Quantitative and qualitative research

Data analysis

Synthesizing and reporting

Policy analysis and implications

An inquisitive researcher who knows how to evaluate and synthesize primary and secondary data to provide clients effective, sustainable solutions.

Jordan Ackerman has a passion for marketing and research. His marketing education provides the knowledge and background to analyze both primary and secondary market research to meet a clients needs. Ady Advantage's clients benefit from his ability to analyze information and leverage it towards finding solutions, as well as his attention to detail and ability to present raw data in an effective, meaningful manner.

Jordan believes that every problem, whether it be for a larger community or for a single manufacturer, should be viewed from every possible angle and perspective. As a researcher at Ady Advantage, he evaluates and synthesizes every data resource available to support clients in finding the best possible solution for growth and sustainability.

Some of his recent projects include composing regional profiles and target industry sheets, performing stakeholder/employer interviews, and participating in focus groups.

Appendix B: Biographies

LandUseUSA

Sharon Woods, CRE

Sharon Woods is the founding Principal and CEO of LandUseUSA, and is a certified Counselor of Real Estate (CRE). She has over 25 years of professional experience in market research, location analysis, land use economics, and downtown revitalization. She has also built a new approach to Target Market Analysis that measures the market potential for new housing formats and retailers based on the lifestyle preferences of migrating households.

Sharon's expertise in real estate consulting, downtown reinvestment, and smart land use has led her to projects across the entire United States, and in a wide range of disciplines and roles. Her career includes senior positions at Fortune 500 retail corporations, in the field of market research and analysis. These jobs involved living and working in downtown Minneapolis (Target), downtown Cincinnati (Macy's), and downtown Detroit (General Motors). Those experiences helped fuel Sharon's passion for downtown districts as vibrant places for living, working and playing.

Accomplishments

- Approval by the State of Michigan to serve as a contractor on TMA projects under the Place-based Planning Program, for completion of TMA studies across most of Michigan.
- Development of a new approach to target market analysis based on the lifestyle preferences of migrating households. Completion of nearly 100 target market analysis studies.
- Delivery of over 100 conference presentations, tutorials, and workshops explaining the target market analysis approach, benefits, and implications for planning and development.
- Real estate counseling on 300+ projects across the nation and in diverse industries that include housing, retail, economic growth, and downtown development.
- Development of over 100 land use strategies for developers across the nation, from Alaska to Puerto Rico.
- Tenure in senior positions while working for Fortune 500 retail corporations in downtown Minneapolis, Cincinnati, and Detroit.
- Development of over 200 location strategies for retailers in nearly every state, from California to Maine.
- Development of national acquisition strategies for retailers throughout the United States and Canada.

National affiliations

Counselors of Real Estate | CRE
American Planning Association | APA
Nat'l. Trust Historic Preservation | NTHP
Congress for New Urbanism | CNU

State affiliations

Michigan Assoc. of Planning | MAP
Michigan Downtown Assoc. | MDA

Advanced education

Miami University | MU
Master's Degree | 1990
Geography | Urban Planning
Summa Cum Laude

University of Wisconsin | UW
Bachelor's Degree | 1988
Geography | Urban Planning

Continuing education

Form Based Codes Institute | FBC
National Charrette Institute | NCI
Master Citizen Planner | MCP

Fortune 500 retailers

General Motors | Urban Science
Location Intelligence
Downtown Detroit | Michigan
Senior Manager | 2001 – 2002

Sears Holdings | Kmart Corporation
Real Estate Market Strategies
The City of Troy | Michigan
Director | 2001 – 2002

Macy's, Inc. | Federated Dept. Stores
Market Research and Analysis
Downtown Cincinnati | Ohio
Senior Manager | 1993 – 2000

Target Corporation | Dayton-Hudson
Area Research, Location Intelligence
Downtown Minneapolis | Minnesota
Senior Market Analyst | 1990 – 1993

SharonWoods@LandUseUSA.com | (517) 290-5531 | www.LandUseUSA.com