



**Ottawa County Parks &
Recreation Commission**

*Jason D. Shamblin
Director*

*Kelly N. Rice
President*

November 15, 2024

NOTICE OF MEETING

Dear Commission Member:

The regular meeting of the Ottawa County Parks and Recreation Commission is scheduled for **Wednesday, November 20, 2024**, at **3:00 pm** at the Ottawa County Fillmore Street Complex, 12220 Fillmore St., West Olive, MI in the Board Room.

Additional public viewing will be offered via YouTube by visiting <https://www.youtube.com/@OttawaCountyParks/streams>. Public comment will be received in-person only.

The agenda for the meeting is attached for your review.

Please contact the Parks and Recreation Commission Office at (616) 738-4810 if you have any questions or need additional information.

Sincerely,

Jason D. Shamblin
Parks and Recreation Director

JDS/ksr

Enclosures

*Kelly Rice, President · Jane Longstreet, Vice President · Linda McAffrey, Secretary · Cheryl Clark, Treasurer
Roger Belknap · Joe Bush · Bruce Greenlee · Lukas Hill · Allison Miedema · Jim Miedema · Paul Sachs*

Nature Education Center	8115 West Olive Rd, West Olive, MI 49460	616-786-4847	miOttawa.org/parks
Administrative Office	12220 Fillmore St, West Olive, MI 49460	616-738-4810	ocparks@miottawa.org

Ottawa County Parks and Recreation Commission
November 20, 2024 3:00 p.m.
Regular Meeting Agenda
Public Access is provided via YouTube at:
<https://www.youtube.com/@OttawaCountyParks/streams>

Mission Statement:
*The mission of the Ottawa County
Parks and Recreation Commission is
to enhance well-being by
stewarding a connected system of
natural communities and
promoting outdoor experiences.*

1. Call to Order by President
2. Roll Call: Rice
Longstreet
McAffrey
Belknap
Bush
Greenlee
Hill
A. Miedema
J. Miedema
Sachs
3. Absences (excused/unexcused)
4. Additions/Deletions to Agenda
5. [Approval of Minutes of Previous Meeting](#)
 - a) Approve the minutes of the Commission's October 23, 2024 regular meeting.
6. Communications: None
7. Public Comment (Public comments limited to 3 minutes)
8. [Staff Reports](#)
 - a) Director's Report
 - b) Park Operations Report
 - c) Planning and Development Report
 - d) Community Engagement Report
 - e) Natural Resources Management Report
 - f) Development Report
 - g) Strategic Plan Progress Report (verbal)
9. [Committee Reports](#)
 - a) Executive Committee – November 11, 2024 Meeting Report (*verbal*)
 - b) Planning Committee – November 4, 2024 Meeting Report
 - c) Finance and Policy Committee - November 12, 2024 Meeting Report
 - d) Ottawa County Parks Foundation Update (*verbal*)
10. Old Business: None

11. New Business

a) [East Region \(Group #3\) Snow Plowing Services](#)

Suggested Motion: To accept the snow plowing bids and approve staff to move ahead with a contract with Noah's Ark Lawn Care that will be sent to the Board of Commissioners for ratification.

b) [Rosy Mound Coastal Management Grant Application FY2026](#)

Suggested Motion: To recommend application to the Michigan Coastal Management program for funding assistance with design and engineering for access improvements at Rosy Mound Natural Area and forward the Board of Commissioners for approval of the required application resolution.

c) [Grand Haven Area Convention and Visitors Bureau Agreement to Join Assessment District](#)

Suggested Motion: To approve and forward on to the Board of Commissioners the agreement to join the Grand Haven Area Convention and Visitors Bureau Assessment District.

12. Agenda Items for Next Meeting

13. Public Comment (Public comments limited to 3 minutes)

14. Commissioners Prerogative

15. Closed Session to discuss property acquisition Pursuant to the OMA Section 8d (not enclosed).

16. Upcoming meeting date(s):

December 18, 2024

Time: 3:00 p.m.

Fillmore Complex, Board Room

17. Adjournment

Regular Meeting of the Parks and Recreation Commission

Proposed Minutes

Date: October 24, 2024

Time: 3:00 p.m.

Place: Board Room, Fillmore Complex

Present: Kelly Rice, Jane Longstreet, Linda McAffrey, Joe Bush, Roger Belknap, Lukas Hill, Bruce Greenlee, Allison Miedema, Jim Miedema, and Paul Sachs.

Absent: None

Staff: Jason Shamblin, Director; Curt TerHaar, Coordinator of Park Planning & Development; Jessica VanGinhoven, Coordinator of Community Engagement; Jason Boerger, Coordinator of Park Maintenance & Operations; Glenn Bosch, Coordinator of Fund Development; Brandi Mitchem, Budget/Audit Analyst; Nahuel Medina, Program Supervisor.

Guests: None

Motions

Approval of Minutes

PR 24-67 Motion: To approve the minutes of the Commission's September 18, 2024 regular meeting.

Moved by: Hill Supported by: Bush Unanimous

Three Year Snow Plowing Contracts

PR 24-68 Motion: To award the 2024-2027 three season snow plowing contract for group 1 (A) and 2 (B) to Autumn Ridge.

Moved by: Longstreet Supported by: A. Miedema Unanimous

Ottawa Sands Phase 1 Change Order No. 4

PR 24-69 Motion: To accept the change order to the Ottawa Sands Phase 1 contract with Apex Contractors, Inc. in the amount of \$143,516.52 and forward to the Board of Commissioners for final approval.

Moved by: Longstreet Supported by: Hill Unanimous

Kirk Park Capital Improvement Renovation Project Budget Adjustment

PR 24-70 Motion: To approve the transfer of \$1,528.00 from the general fund balance to Capital Project CP2201 to cover final project architectural fees for the Kirk Park restroom renovation.

Moved by: McAffrey Supported by: Belknap Unanimous

Rosy Mound Expansion MNRTF Grant Agreement

PR 24-71 Motion: To accept the grant agreement from the Michigan Department of Natural Resources for funding assistance for the Rosy Mound Natural Area Expansion project and forward to the County Board of Commissioners for final approval.
Moved by: McAffrey Supported by: Bush Unanimous

Idema Explorers Trail – Stearns Bayou Connector – Contract Amendment

PR 24-72 Motion: To approve an amendment to the contract with Prein & Newhof for Engineering services for the Stearns Bayou Segment of the Idema Explorers Trail in the amount of \$227,432.30 and forward to the Board of Commissioners for final approval.
Moved by: Longstreet Supported by: McAffrey Unanimous

Bend Area Expansion Phase III Grant Agreement Amendment

PR 24-73 Motion: To approve and authorize staff to execute the amendment to the Bend Area Expansion Phase III Trust Fund Grant agreement pending review and approval from Corporation Counsel and the Board of Commissioners. Further, the Director is instructed to take such actions as are necessary to implement the intent of the Commission in these matters.
Moved by: McAffrey Supported by: Greenlee Unanimous

Ottawa County Parks Foundation Reimbursement Request – 2024 Fiscal Year – Operational Support

PR 24-74 Motion: To approve the request to the Ottawa County Parks Foundation for reimbursement of 2024 Operational Support in the amount of \$135,021.68.
Moved by: McAffrey Supported by: Longstreet Unanimous

Endorsement of Incumbent Parks Commissioner

PR 24-75 Motion: To submit to the County Board of Commissioners for approval the renomination of current Commissioner Rice, who wishes to be reappointed to the Commission for an additional term.
Moved by: McAffrey Supported by: Longstreet Passed 6-0
Abstained: A. Miedema, J. Miedema, Sachs, Belknap

Creation of a New Full Time Assistant Supervisor of Operations Position

PR 24-76 Motion: To approve the proposed Assistant Supervisor of Operations position and to authorize the Parks Director to work with the County's Human Resources Team to seek approval from the Board of Commissioners.
Moved by: Belknap Supported by: Longstreet Unanimous
Absent: Hill

To go into Closed Session

PR 24-77 Motion: To go into Closed Session per Section 8d of the Open Meetings Act.
Moved by: Longstreet Supported by: McAffrey Unanimous
Absent: Hill

To Rise from Closed Session and Adjourn

PR 24-79

Motion: To Rise from Closed Session and Adjourn.

Moved by: McAffrey Supported by: A. Miedema

Unanimous

Other Items Discussed

4. Additions/Deletions to Agenda: None
5. Approval of Minutes
Approved the minutes of the Commission's September 18, 2024 regular meeting.
6. Communications:
Email from Windsnest neighbor.
7. Public Heard:
None
8. Staff Reports
 - a) Director
The Commission accepted the Director's Report as written.
 - b) Park Operations
The Commission accepted the Parks Operations Report as written.
 - c) Planning and Development Report
The Commission accepted the Planning and Development Report as written.
 - d) Community Engagement Report
The Commission accepted the Community Engagement Report as written.
 - e) Natural Resources Management Report
The Commission accepted the Natural Resources Management Report as written.
 - f) Development Report
The Commission accepted the Development Report as written.
 - g) Strategic Plan Progress Report (verbal)
The Commission accepted the verbal Strategic Plan Progress Report.
9. Committee Reports
 - a) The Commission accepted the Executive Committee October 14, 2024 verbal report.
 - b) The Commission accepted the Planning Committee meeting report of October 1, 2024 as written.
 - c) The Commission accepted the Community Engagement Committee meeting report of October 8, 2024 as written.
 - d) Longstreet updated the Commissioners on the Ottawa County Parks Foundation.
10. Old Business
 - a) The Parks Commission received the Step It Up Report.
11. New Business
 - a) The Parks Commission approved the motion to award the 2024-2027 three season snow plowing contract for group 1 (A) and 2 (B) to Autumn Ridge. It was noted that Parks could reach out to

the Road Commission regarding plowing, but that roads take priority over parks and there is a concern of whether parks plowing would be completed in a reasonable amount of time.

- b) The Parks Commission approved the Ottawa Sands Phase 1 Change Order No. 4. The change is to cover the Host RV site, maintenance barn, laundry service and trees.
- c) The Parks Commission approved the Kirk Park Capital Improvement Renovation Project Budget Adjustment.
- d) The Parks Commission approved the Rosy Mound Expansion MNRTF Grant Agreement.
- e) The Parks Commission approved the Idema Explorers Trail Stearns Bayou Connector Contract Amendment.
- f) The Parks Commission approved the Bend Area Expansion Phase III Grant Agreement Amendment.
- g) The Parks Commission approved the Ottawa County Parks Foundation Reimbursement Request for 2024 fiscal year operational support.
- h) The Parks Commission approved the Endorsement of Incumbent Parks Commissioner Rice. It was noted that the Parks Commission worked with Corporate Counsel to update the bylaws per the BOC. Miedema proposed a review of the bylaws to remove the renomination vote as it is not typical of commissions/committee. A. Miedema, J. Miedema, Sachs, and Belknap abstained from the vote. It was suggested that a discussion of the bylaws be considered in the future.
- i) The Parks Commission approved the Creation of a New Full Time Assistant Supervisor of Operations Position. It was noted that funding for this position will come from user fees at Lakeshore parks, for which revenue has been consistently underbudgeted. When a question of necessity came up, Shamblyn and Boerger explained that this position creation is in response to valid concerns from staff.

12. Agenda Items for Next Meeting:

13. Public Heard

None

14. Commissioners Heard

15. Closed Session

16. Meeting adjourned at 4:53 p.m.

Next meeting: November 20, 2024, Time: 3:00 p.m.

Location: Fillmore Complex, Board Room



Grand River Greenway

Harbor Island

The former JB Sims power plant ceased operations in February 2020 and is now managed by the City of Grand Haven (City) as part of Harbor Island. The city is collecting community input as it moves this process through several avenues including the Harbor Island Community Advisory Group, of which the Ottawa County Parks Director is a member. Harbor Island provides a unique opportunity for nature-based enhancements which complement the work the OCPRC has performed in the Grand River Greenway with 144 acres of existing wetlands and approximately 10,000 feet of river shoreline. The Grand River and Lake Michigan Coastal Corridor's wetlands and tributaries make up one of the globe's most important and endangered freshwater ecosystems. This habitat has been largely degraded and lost, which can be seen with the loss of 83% wetland habitat in Grand Haven and 97% in Ferrysburg. Additional information can be found at the Renew Harbor Island webpage at: <https://www.renewharborisland.org/>

UPDATE: Staff participated in and presented at the West Michigan Coastal Corridor project on 11/7/24. Project Goal – To engage landowners and users of natural areas the Grand River Corridor and adjacent shoreline of Lake Michigan to establish a diverse, collaborative Conservation Management Team that will address landscape-level conservation issues through a Management Plan. The next step is the Lower Grand River Organization of Watersheds (LGROW) will solicit and hire a consultant. The consultant will compile the data and develop a final report on the landscape level conservation management plan for the West Michigan coastal corridor.

Pigeon River Greenway

Consumers Energy, J.H. Campbell Decommissioning

Consumers Energy is in the process of decommissioning the plant, which is expected to shut down in 2025. The large plant property, which is over 2,400-acres, includes high quality features along the Lake Michigan Coastal Greenway and Pigeon River Greenway (which are highlighted in the Campbell Site Natural/Recreational Features Summary below). These greenways are key focus areas for the OCPRC. OCPRC has been in discussions with Consumers Energy about portions of this property for several decades. Consumers Energy even participated in the 2000 Pigeon River Greenway Plan. Notable Campbell Site Natural Features:

- 1,505' Lake Michigan frontage
- 185 acres of designated critical dune,
- 12,496' frontage along the Pigeon Lake and Pigeon River
- Several existing public recreational amenities (Windsnest Park, Sheldon Landing, Pigeon Lake Boat Launch, and a boardwalk trail along Pigeon Lake)
- Directly adjacent to parks owned by the OCPRC (Pine Bend/Hemlock Crossing).
- In close proximity to Olive Shores County Park

OCPRC sponsored a Natural Features Inventory (NFI), which is underway on several areas of the Campbell site.

Update: Port Sheldon Township's consultant facilitating their Economic Resiliency Plan October 17, 2024, presentation is attached.

Miscellaneous

Hiring of Administrative Assistant

A new Parks Administrative Assistant has been hired and will begin on November 25, 2024.



MCKENNA

J H Campbell Plant Subarea Project Understandings

PORT SHELDON TOWNSHIP, MICHIGAN

October 17, 2024

Consulting Team Members

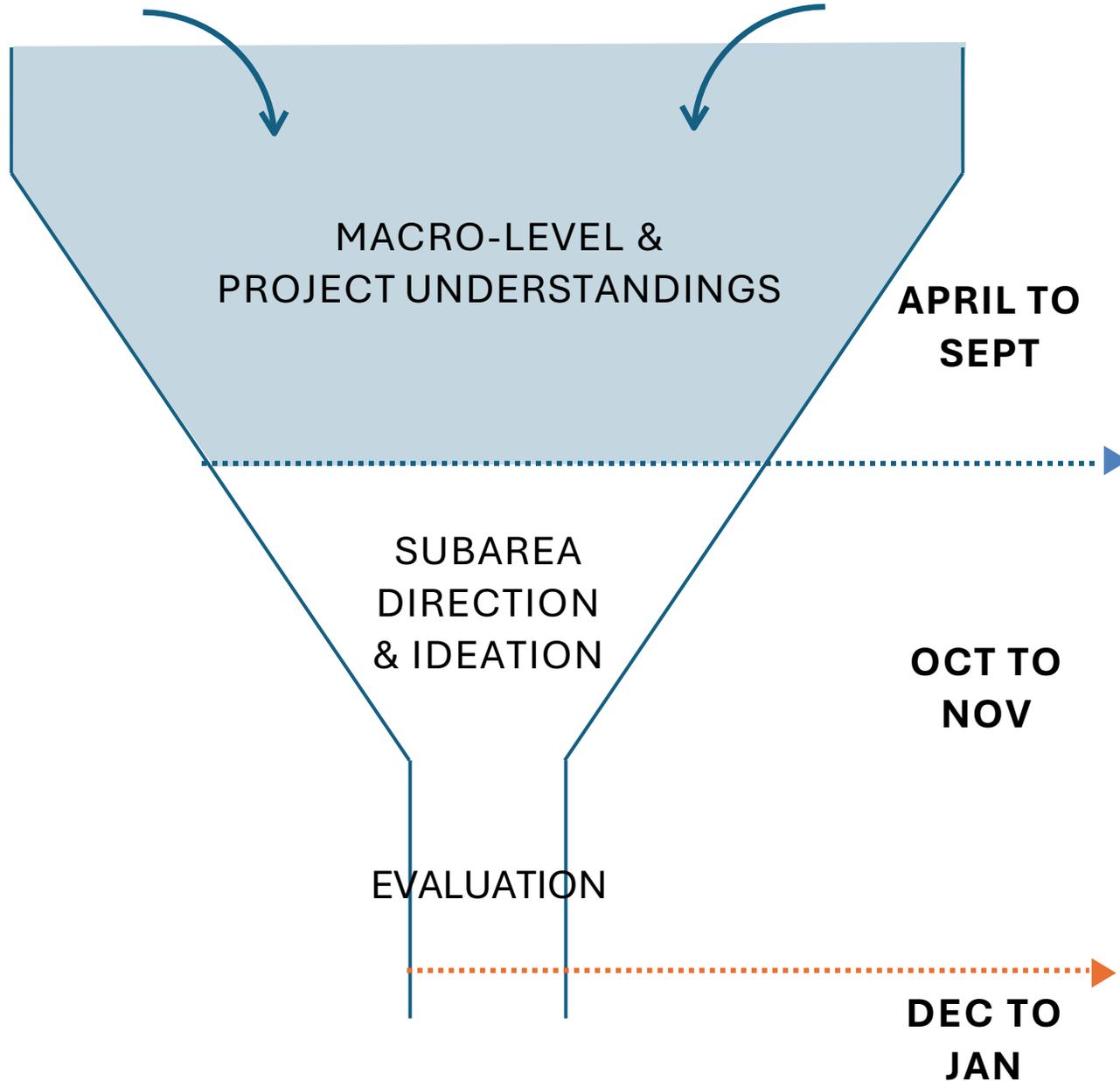
Overall Project

- Danielle Bouchard, AICP, Project Manager
- Paul Lippens, AICP, NCI, Vice President
- Adam Cook, CNU-A, NCI, Economic Development Specialist
- Aayush Patel, Associate Planner McKenna

Additional Support for Subarea Planning & Design

- Roman Wilson, Vice President/ Brownfield Program Manager, Fishbeck
- Har Ye Kan, AICP, Community Planning & Design Consultant, HYK Consulting
- Nick Rolinski, Designer, Nicholas Rolinski Design

SUBAREA STUDY PROCESS



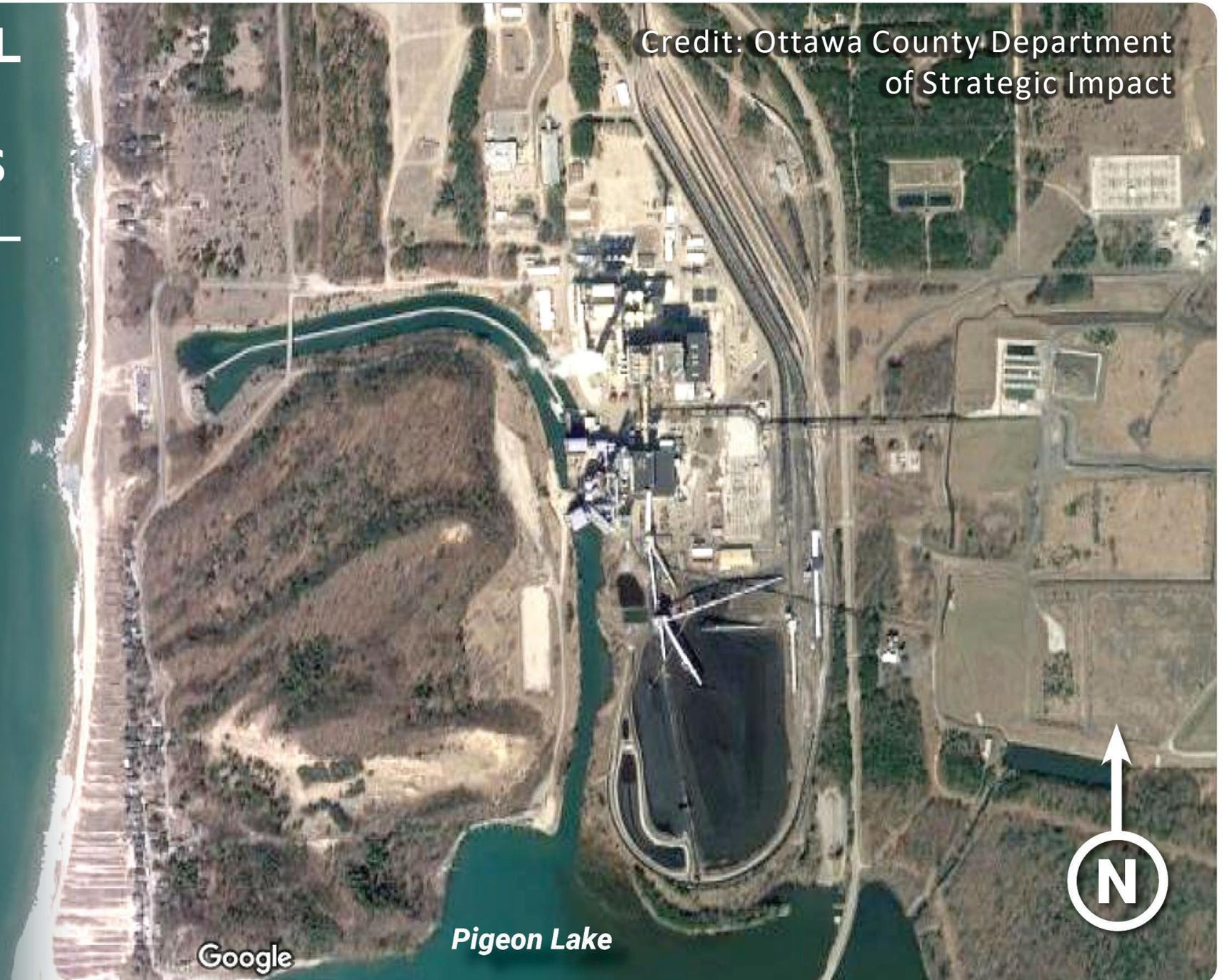
- Quarterly Stakeholder Updates
 - Percheron Study, Ottawa County Parks Study
 - Preliminary Natural Features Inventory Report**
 - Team Site Visit & Analysis (May)
 - Master Plan Survey & Open House (Jun)
 - Interviews & Outreach (Jun – Jul)
 - Master Plan Existing Conditions Analysis
 - Master Plan Overall Goals & Objectives, Framework
 - Economic Conditions, Agricultural Interests, Market Interests, State & Federal Interests, FROR
 - Planning, Design Cases for Decommissioned Plants
 - Environmental Considerations in Areas for Preservation & Development Opportunities
 - Online Documentation & Virtual “Tour”
- Oct 17 Direction & Ideation Workshop**
- Synthesized Project Understandings
 - Community & Economic Devt Goals
 - Areas for Preservation/Maintenance & Development Opportunities; Subarea Extents
 - Vision, Framework, Guiding Principles
 - Parameters for 2 - 3 Development Scenarios, Potential Evaluation Criteria (Quantitative & Qualitative)
- Dec 12 Review Workshop & Open House**
- Design Possibilities for 2 – 3 Development Scenarios
 - Economic & Community Impact Evaluation for Scenarios
 - Planning Commission & Board of Trustees Update
 - Preferred Scenario Refinement, Potential Views, Draft Subarea Report (**Review at 2025 CE Quarterly Meeting?**)

J.H. CAMPBELL GENERATING PLANT FACTS

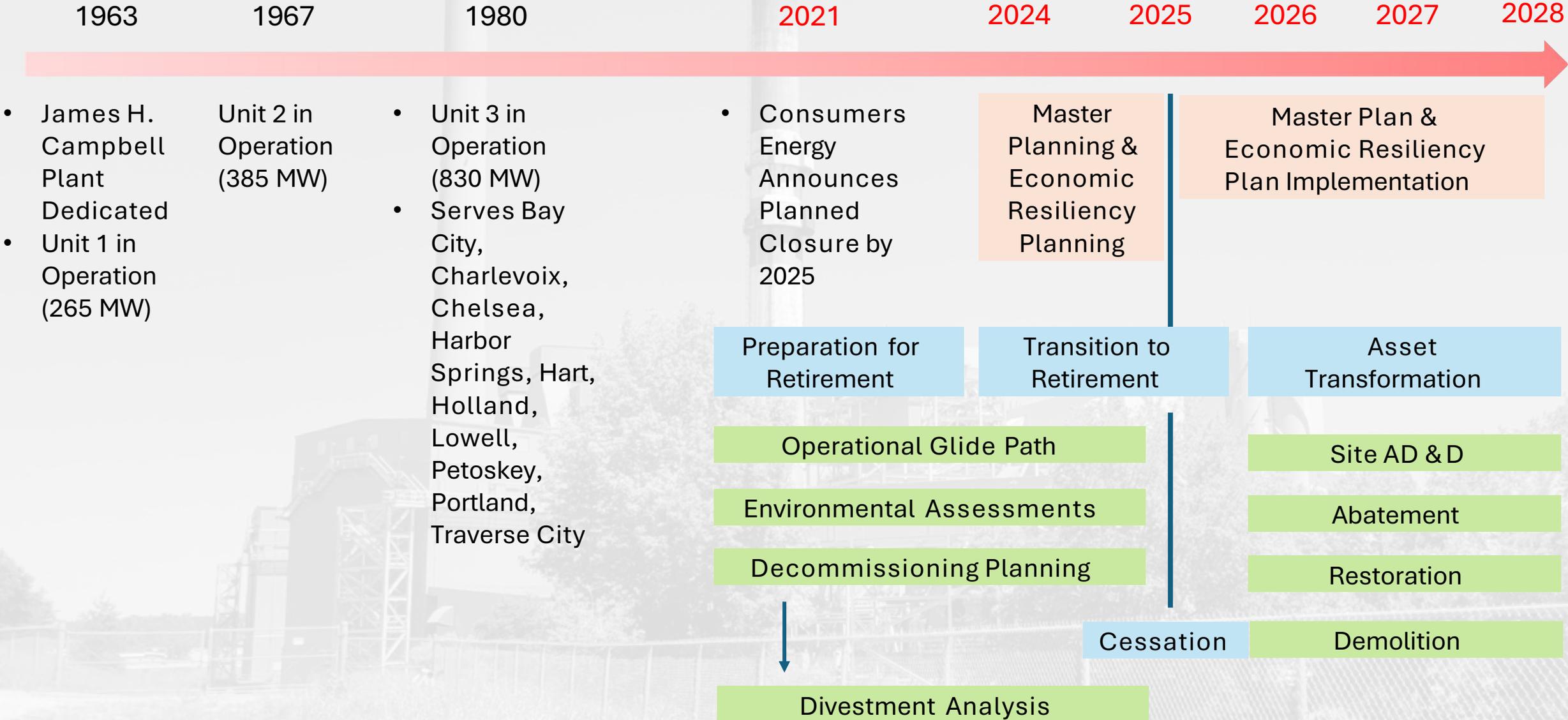
Port Sheldon Township

- Set to close by 2025;
be demolished by 2028
- Plant employs
more than 300
- Site encompasses
approximately 2,000 acres
and includes frontage
on both Pigeon Lake
and Lake Michigan
- Consumers Energy
is both Port Sheldon
Township, Ottawa County's
largest taxpayer
- Is largest source of tax
revenue for both Port
Sheldon Township and
Grand Haven Area Public
School District

Credit: Ottawa County Department
of Strategic Impact



JH CAMPBELL TIMELINE



PORT SHELDON TOWNSHIP – POPULATION, HOUSING & EMPLOYMENT



POPULATION & HOUSING UNITS CHANGE, 2010-2030 (ESTIMATE)

	2010	2020	2030 (estimate)	% Change 2010-2020	Average Growth/Year
POPULATION					
Port Sheldon Township	4,240	5,206	6,712	22.8%	+2.58%
Ottawa County	261,376	289,162	316,948	21.3%	+1.1%
State of Michigan	9,952,687	9,973,907	9,995,127	0.43%	+0.02%
HOUSING					
Port Sheldon Township	1,972	2,225	-	12.8%	25 units/yr
Occupied housing units	1,615	1,891	-	17.1%	27 units/yr
Vacant housing units	357	334	-	-6.4%	- 2 units/yr



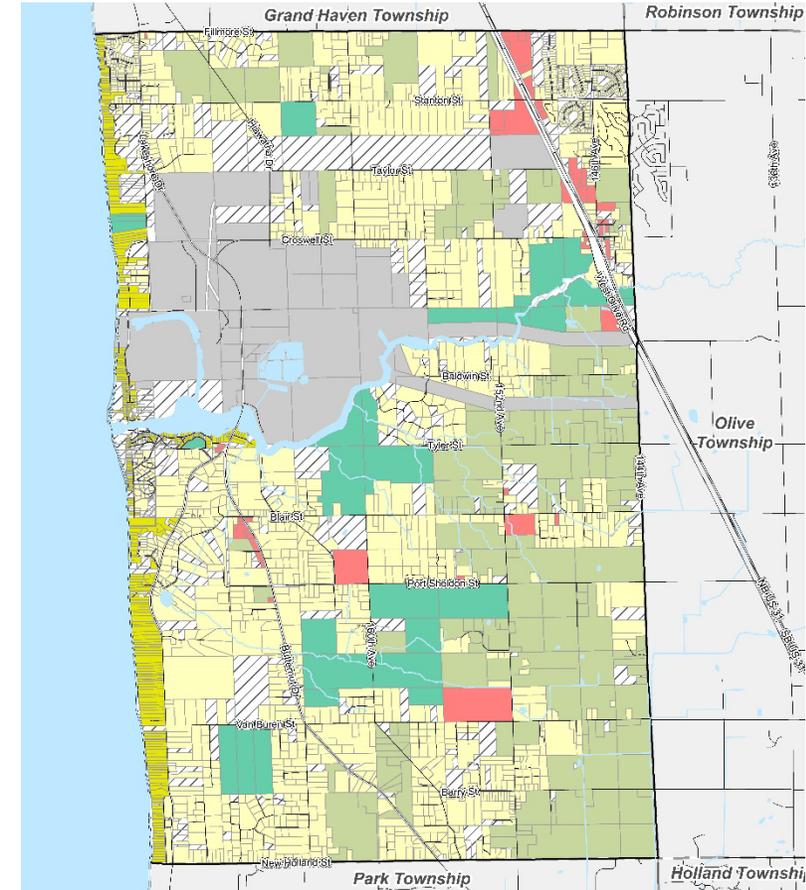
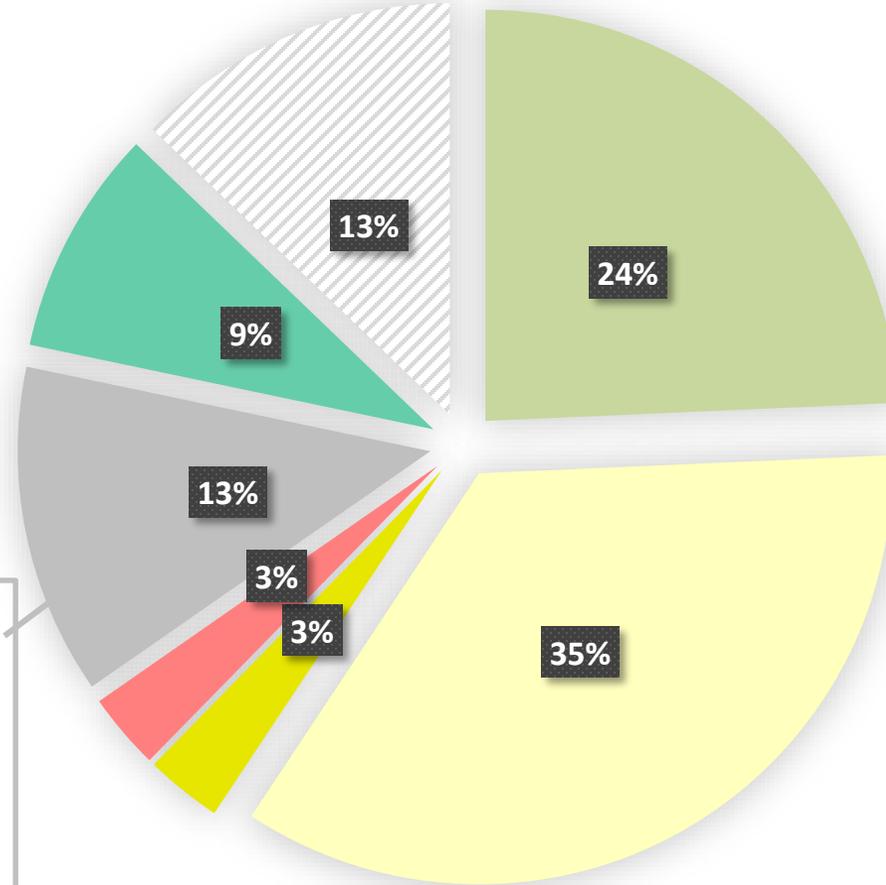
OCCUPATION TRENDS, 2010-2022

Occupation	2010 (% of employed population 16+)	2022 (% of employed population 16+)	% Change
Management, business, science, arts	43.4%	46.0%	+2.6%
Service	9.8%	19.4%	+9.6%
Sales and office	19.0%	15.2%	-3.8%
Natural resources, construction, maintenance	12.1%	10.8%	-1.3%
Production, transportation, material moving	15.7%	8.6%	-7.1%

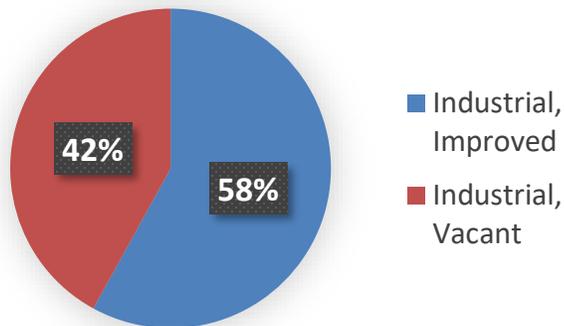
PORT SHELDON TOWNSHIP – EXISTING LAND USES (2024)

- **Residential land uses** (Ag/Rural Residential, Residential, Lakefront Residential): **62%** of Township's total land area
- **JH Campbell Plant and Consumers properties:** **13%** of Township's total land area (approx. 2,000 acres)

Existing Land Use Breakdown



Consumers Energy Parcels Land Area Breakdown, approx.



- Ag/Rural Residential
- Residential
- Lakefront Residential
- Commercial
- Industrial
- Public/Semi-Public
- Vacant

PORT SHELDON TOWNSHIP – TAX BREAKDOWN

2024 (Summer & Winter)

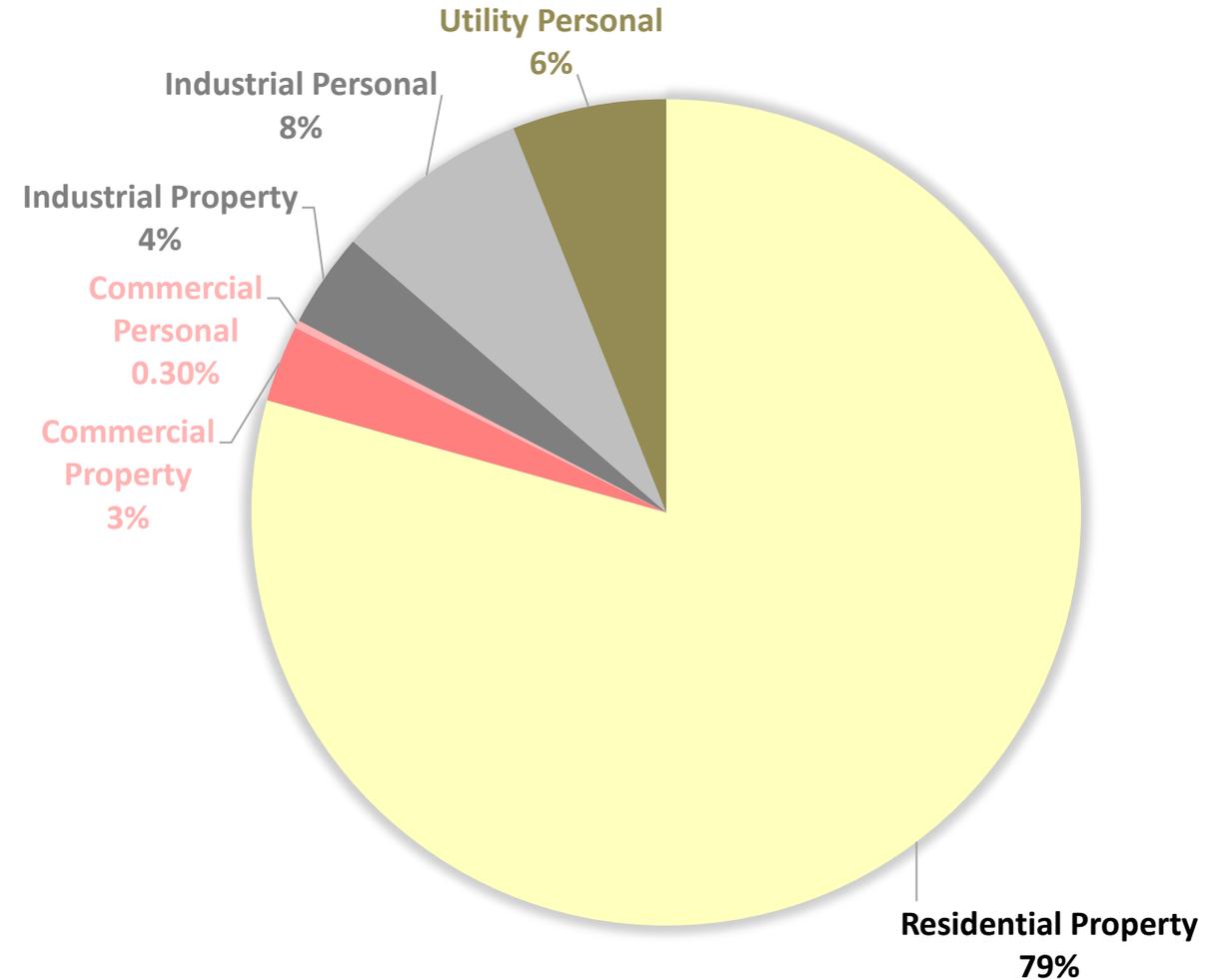
- TOTAL tax collected: **\$17,767,734**
- Residential property: **\$14,096,811**
(Including Ag/Rural Residential, Residential, Lakefront Residential)
- Commercial property: **\$526,934**
- Commercial personal property: **\$61,786**
- Industrial property: **\$653,176**
- Industrial personal property: **\$1,355,595**
- Utility personal property: **\$1,073,429**

Gap in Total Tax Revenue to be Filled
(CE Plant Proper: Units 1 - 3)

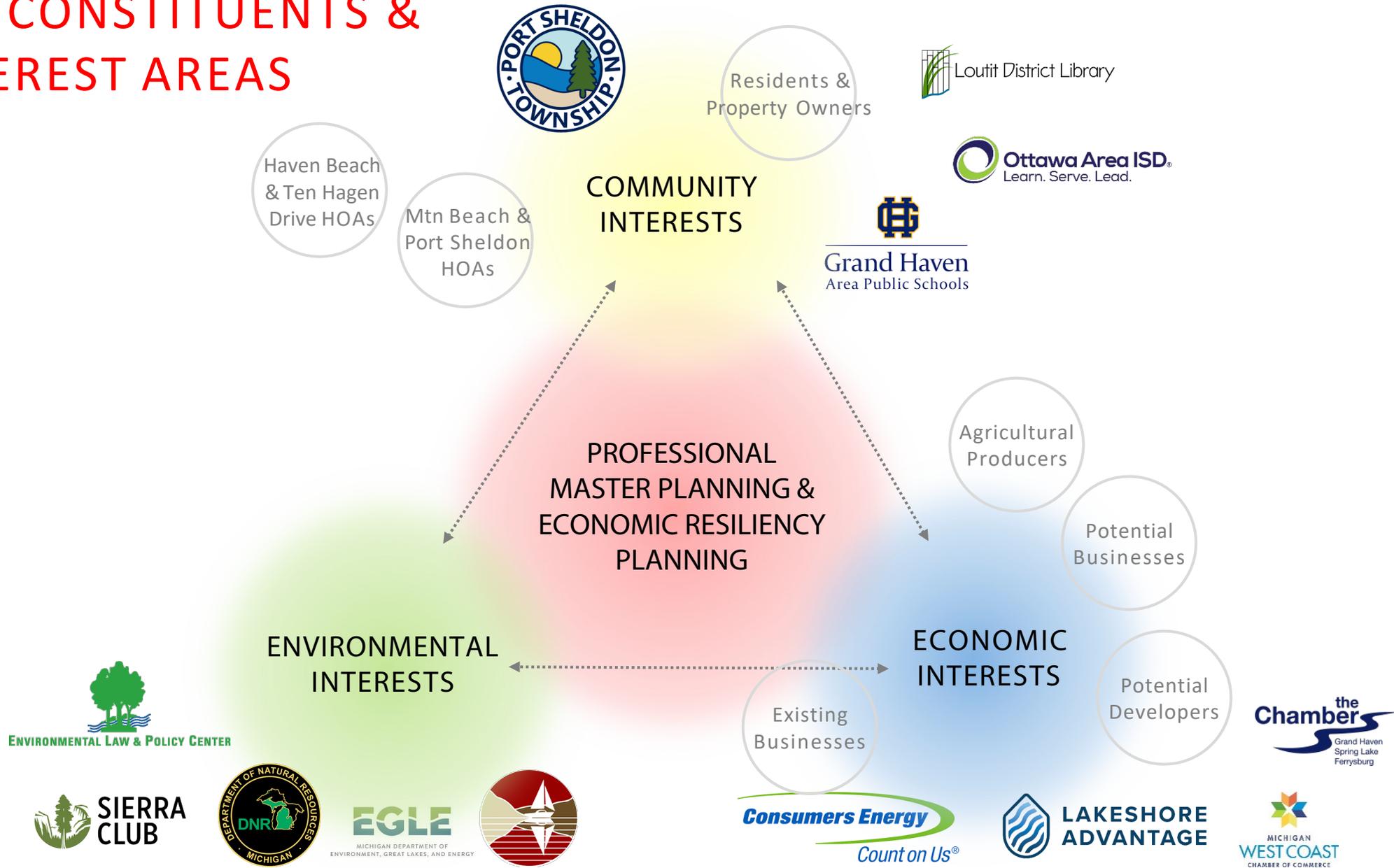
2024: ~11%

2025: ~9%

TAX REVENUE & SOURCES, 2024



KEY CONSTITUENTS & INTEREST AREAS



WHAT WE HEARD: ISSUES & CONCERNS

Loss of tax
revenue for
the township

Local benefits vs.
State benefits

New renewable
infrastructure

Too much
residential density

Amt of Tax
Abatement for
Redevelopment

Noise

Site
remediation

Future Uses

New industrial
development

Public Access to
Pigeon River &
Lake Michigan

Jetty
Ownership

Dredging
Maintenance

New commercial
development

Increased traffic from
new development

Environmental
impacts of new
developments

Increased
development
pressures

Not enough parkland /
public space dedicated

WHAT WE HEARD: POTENTIAL OPPORTUNITIES

Amt of Tax
Abatement for
Redevelopment

Remediate & Use
Site for Outdoor
Recreation

New industries: food
manufacturing,
semiconductors

Create new public
access to Pigeon Lake
and/or Lake Michigan

Small marina

New renewable
infrastructure

Small businesses

Keep it natural and open to
the public: parks, trails,
woodlands, wildlife

Waterfront
restaurants,
entertainment, retail

More bike paths

Connect the Pigeon River
Greenway

Lower density

ENVIRONMENTAL CONSIDERATIONS

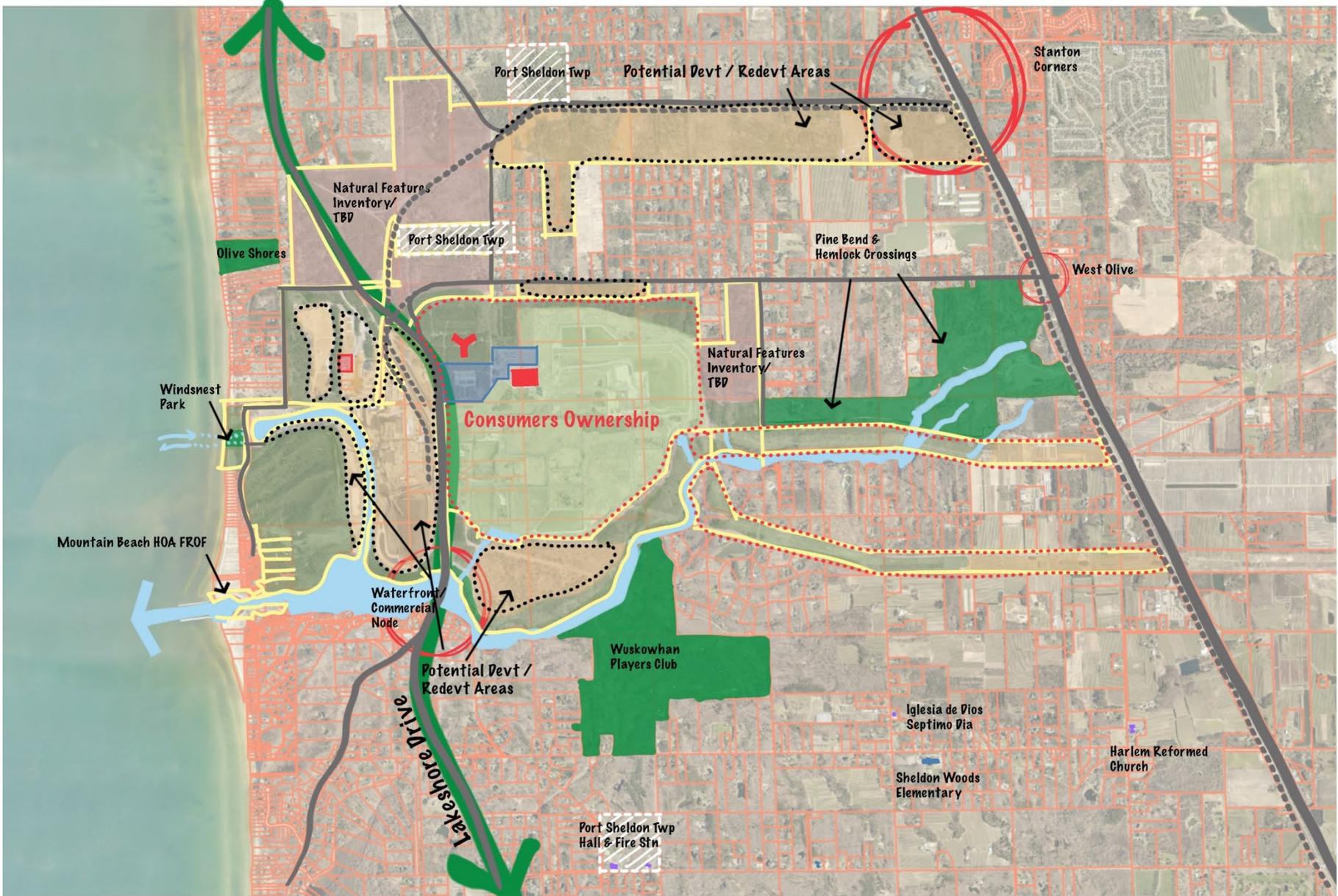
REAL ESTATE TRANSACTIONS

- Standard real estate practice is to conduct **environmental due diligence** (e.g., Phase I/II ESAs) prior to acquisition of commercial/industrial property, including vacant land that may be owned by a commercial/industrial user.
- **BEAs** and **Due Care** are environmental liability protection tools in Michigan.
- Future **use restrictions**
- Cleanup obligations and risk management

DUE CARE

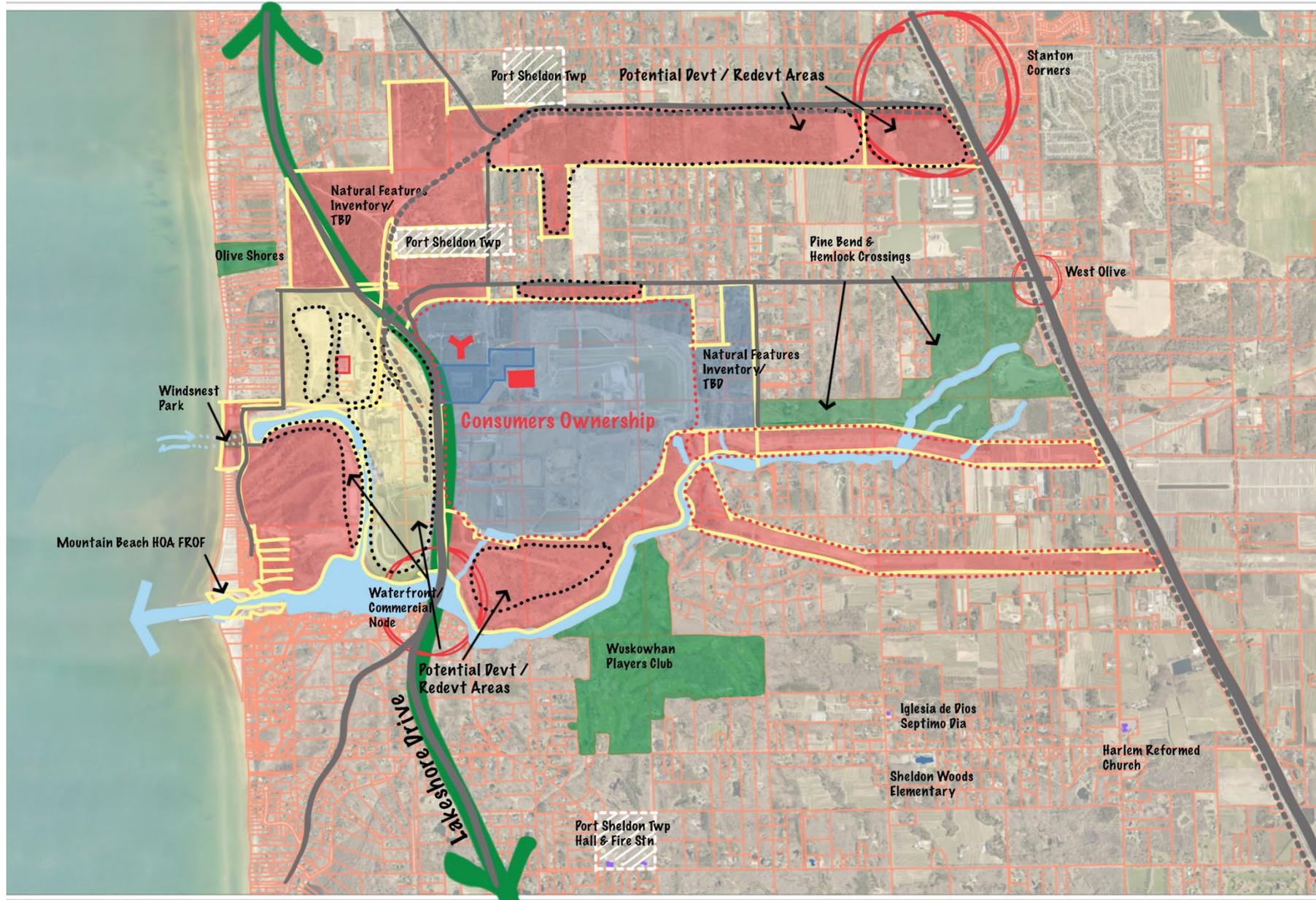
- Groundwater use limitations due to contamination (e.g., restrictions prohibiting consumption or use)
- Management of contaminated soil and groundwater during redevelopment/reuse (e.g., dewatering)
- Volatilization to indoor air
- Direct contact exposure with contaminated soil
- Particulate inhalation
- Responsible party access (e.g., monitoring well sampling)
- Exacerbation through increased response activity costs
- Notices

SUBAREA DEVT-PRESERVATION OVERVIEW (DRAFT)



-  Potential Preservation
-  Potential Devt/ Redevelopment Areas
-  Natural Features Inventory/ Use TBD
-  Consumers Ownership

LAND AVAILABILITY TIMELINE MAP (DRAFT)



-  Now
-  2025 - 2028
-  2040 - 2045, Portions Available Sooner



MCKENNA

J H Campbell Plant Subarea Project Understandings

PORT SHELDON TOWNSHIP, MICHIGAN

October 17, 2024

BROWNFIELD REDEVELOPMENT INCENTIVES

EGLE Brownfield Grants and Loans

- Applicant is the community
- Grants are for contaminated property with a specific development
- Loans can be obtained for properties with known or suspected contamination and economic development potential
- Can fund environmental assessment, due care, dredging, response, and demolition activities
- Certain environmental and economic benefit obligations
- \$1 million maximum award for a grant and for a loan
- Funds cannot benefit a liable party
- Four-to-six-month timeframe to secure funds

EGLE/MEDDC/MSHDA Tax Increment Financing (TIF)

- Base taxable value established prior to redevelopment
- After redevelopment, new tax increment revenues can be captured (TIF) to reimburse eligible costs incurred to complete eligible environmental, non-environmental, and housing development activities.
- MSHDA housing development projects do not have to occur on contaminated sites
- TIF capture can occur over 30 years
- Local and state approval through a Brownfield Plan and state Work Plan process
- Typically, a four-to-six-month timeframe for approvals

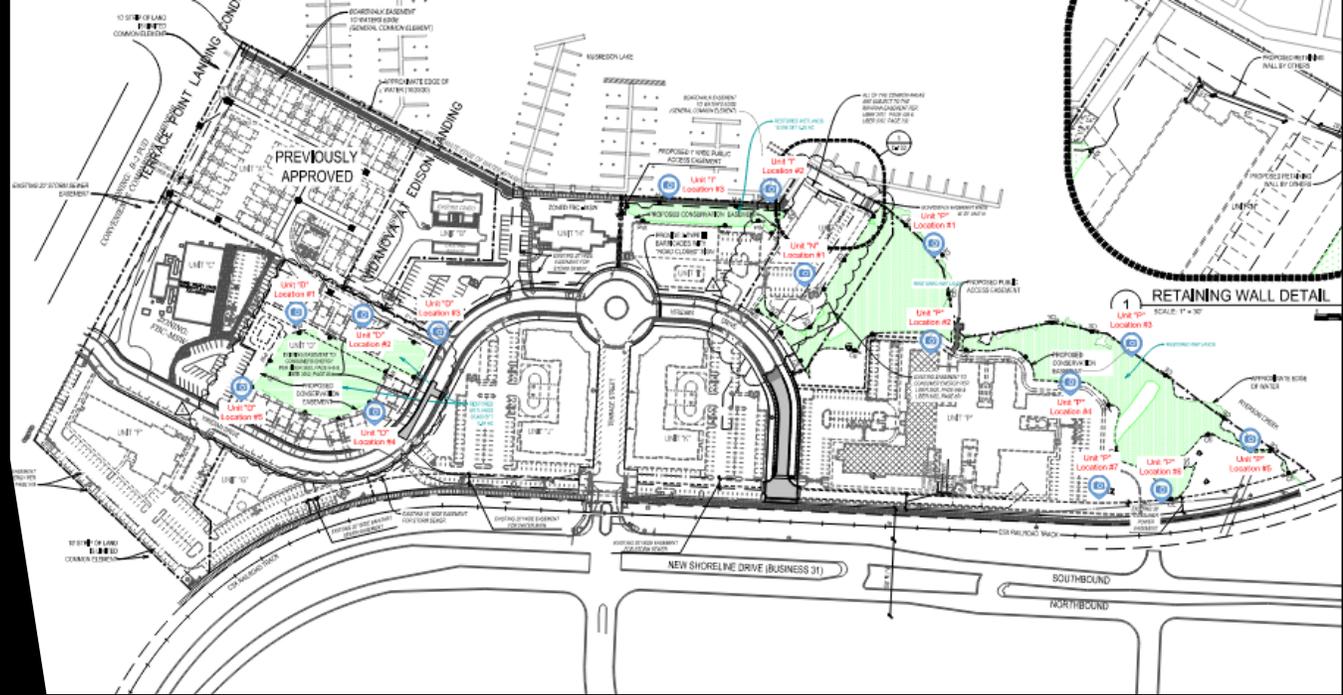
Cadillac Solar Garden Brownfield

- 10-acre contaminated site converted to solar garden
- Removal of contaminated soil
- Abatement and demolition
- Mixed industrial and residential neighborhood
- \$1 million in EGLE grant & loan funds



Muskegon Mixed-Use Brownfield

- Former Continental Motors site
- Waterfront commercial, residential, marina, hotel, senior living, and recreational
- Removal of contaminated soil, wetland restoration, and installation of vapor barriers w/ passive mitigation
- \$2.3 million state appropriation
- EGLE \$1 million loan
- Several approved Brownfield Plans



Park Operations Report

November 20, 2024

Report Covers October 2024

Submitted by: Jason Boerger



Ottawa County Parks & Recreation Commission

The Operations Division of the Ottawa County Parks Commission supports the mission and vision by the work we do towards our Initiatives. Our initiatives are:

CONNECTIVITY / ORGANIZATIONAL QUALITY / COMMUNITY ENGAGEMENT /
CONSERVATION / STRATEGIC LAND ACQUISITION AND PROTECTION.

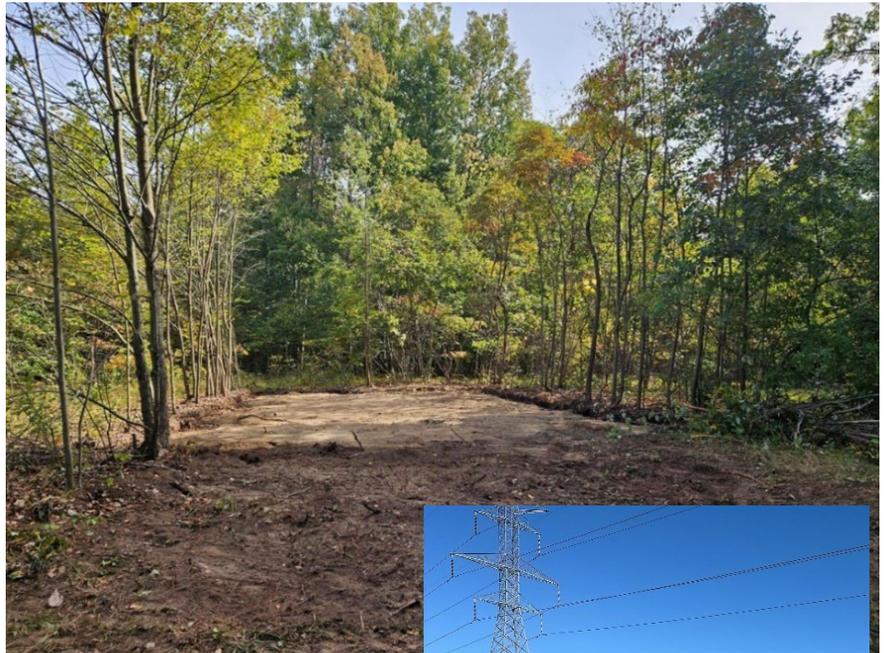
Most of what the operations division does is to ensure ORGANIZATIONAL QUALITY through the tasks and projects listed below.

Responsive Maintenance and Repairs

- 66 down or dead trees were removed from 16 park properties.
- 2 vehicles and 7 other pieces of equipment received routine maintenance or repairs.

Scheduled Maintenance and Tasks

- Set-up and clean-up was performed for 67 facility reservations. In comparison, 73 reservations were held during this time last year.
- Printed, mounted 19 signs, and installed 75 park signs.
- Gravel roads and parking areas were graded at 4 Parks.
- **The barn at the Helstrom section of Stearns Creek was demolished, debris removed and graded flat. This work was completed by an outside contractor.**
- Operations Staff assisted with the prep and mop up of the controlled burn at Hiawatha Forest.
- **Re-established a trail at Upper Macatawa Natural Area with the new walk behind brush hog which was recently purchased.**



Project Updates

Musketawa Trail

- Side cut brush along the trail.
- Blew leaves and debris from trail.
- Filled potholes.
- Inspected bridges.

Bend Area Well Capping

Removed the snow fence blocking the area where equipment was staged to open it back up to the public.

New Memorial Benches

4 benches installed at Ottawa Sands

Port Sheldon Lakeshore Parks Partnership

Closed off the beach stairway at Kouw Park due to erosion which was undermining the staircase. Port Sheldon Township hired a contractor to address the issue.

Fall/Winter Prep

- Installed winter hours signs at all parks for the winter season. All required automatic Salto door locks were reset to unlock and lock to the winter hours timing.
- Reset parking lot, building lights and gate timers to reflect winter hours.
- On October 31 all seasonal modern restrooms were locked for the season except for the Age of Discovery restroom at Hager which will close around Thanksgiving, depending on the weather.
- Blew out irrigation systems at Tunnel, Spring Grove, Hager, Grand River, Pine Bend, Pigeon, Kouw, Windsnest and Connor.
- Removed beach brock deck and installed snow/sand fencing.
- Installed new bollards and rope on the sledding hill return walk up at Pigeon Creek.

Keyless Lock Project

We are waiting on new lockset to be installed for the privacy locks where users can lock themselves into a private restroom or shower.

Ottawa Sands Idema Explorers Camp updates

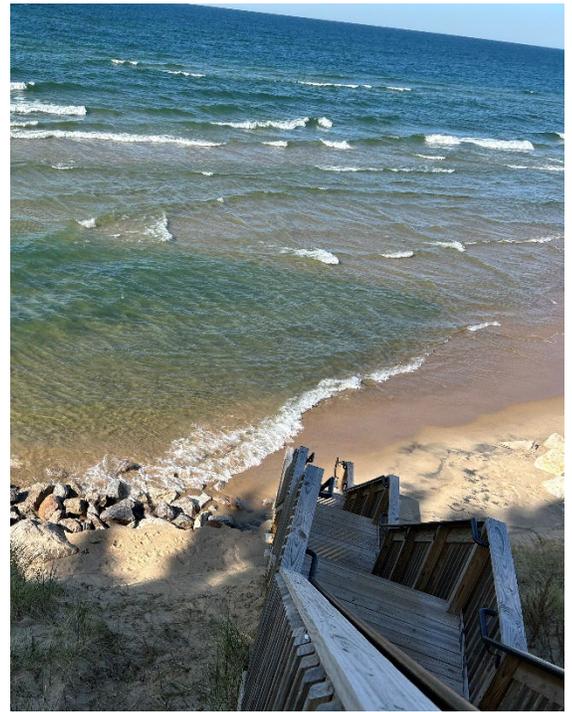
- Continued with installing signposts and signs at Ottawa Sands to prepare for re-opening of the park.
- Continued setting up the furniture in the Treehouses and Yurts in the Idema Explorers Camp as items arrived.
- Mowed the trails at Ottawa Sands prior to the re-opening of the park.
- Installed the wheel stops for the overflow parking areas at Ottawa Sands/Idema Explorers Camp.
- Staff met the Contractors at Ottawa Sands/Idema Explorers Camp for a walkthrough of punch list items of the Camp.
- **Staff met the Fireplace Company at Ottawa Sands/Idema Explorers Camp for the demonstration of the wood stove operations in the 6 person Yurt.**
- Painted “reserved” on the parking spaces which will be reserved for the Explorers Camp parking only.
- Assembled storage shelves for the day use restroom and stocked janitorial supplies.
- Installed had soap dispensers in the day use restrooms and Welcome Center restroom.
- Set up water supply and vents for the washers and dryers in the Idema Explorers Camp laundry room and Welcome Center.
- Installed additional toilet paper dispensers in the men’s and woman’s restrooms in the Day Use restrooms at Ottawa Sands. Paper was running out midday, due to heavy use.
- Added additional garbage cans around the lake path at Ottawa Sands.
- Installed the tent site numbers on the electrical panels in the tent camp area at the Idema Explorers Camp.

Staff Hiring Update

- Interviews continue for the East Park Operations Technician position.
- Ottawa Sands Idema Explorers Camp Seasonal Supervisor position has been filled.

Incident Reports

- Employee involved equipment damage –1 incident.
- Vandalism/theft/damage – 0 incidents.



- Graffiti – 0 incidents.
- Visitor health and safety - 0 incidents.
- Employee health and safety – 0 incidents.
- Rules violation/law enforcement call for service – 1 incident.

Special Permits Issued

- Nikki Leestma Photography
- Sara Cozolino (photography)
- Willoughby Sports Photography
- Sheri Palmbo Photography

GRAND RIVER GREENWAY

GR Greenway – Idema Explorers Trail (IET) - Stearns Connector Segment. Good progress continues on the Stearns Bayou Bridge widening and trail construction. Forming for the concrete bridge deck is in progress, and additional trail east of the bridge has been paved.

Project Budget Summary

Funding

Parks Budget	\$ 150,000.00
TAP Grant	\$ 3,428,238.00
Easement Budget	\$ 32,458.00
MNRTF Grant	\$ 300,000.00
Parks Foundation Greenway Funds (original allocation)	\$ 1,197,036.00
County ARPA Funds	<u>\$ 2,000,000.00</u>
Funding total	<u>\$ 7,107,732.00</u>

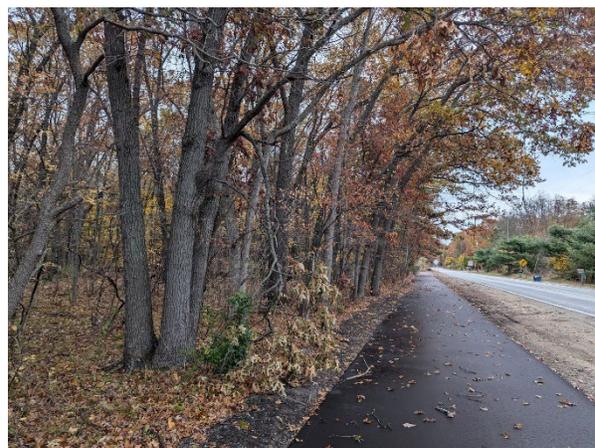
Projected Expenditures

Consultant fees	\$ 386,756.50
Additional Environmental Work	\$ 9,950.00
Mussel Relocation work	\$ 35,000.00
Archaeology	\$ 8,779.72
Tree Removal	\$ 29,757.00
Trail Construction (bid)	\$ 5,116,773.69
OCRC fees (est.)	\$ 33,079.00
Easements	<u>\$ 65,000.00</u>
Expenditure’s total	<u>\$ 5,685,095.91</u>

Balance remaining \$ 1,422,636.09



New bridge beams with wood concrete forms



New paving east of bridge

GR Greenway – IET-Bass River Segment. No change since last report. We have received our permit from EGLE for this project. We now await a decision on our Land & Water Conservation Fund (LWCF) grant

application (prepared by the State DNR with our assistance) in December. This will determine a potential bidding and construction schedule.

Other work continues on desired easements for the second phase of the Bass River segment of the trail as well as wetland delineation, topographic survey, and archaeological investigation for this section.

Project Budget Summary

Funding

Michigan DNR Grants	\$ 840,000.00
County and Greenway Campaign Funds	\$ 853,686.00
Funding total	<u>\$ 1,693,686.00</u>

Projected Expenditures (estimated)

Engineering Fees	\$ 67,005.00
Trail Construction (estimated)	<u>\$ 1,565,091.00</u>
Expenditure's total	<u>\$ 1,632,096.00</u>
Balance remaining	<u>\$ 61,590.00</u>

GR Greenway – Eastmanville Connector Segment. No change since last report. Parks planning staff have submitted a grant application to the Michigan Natural Resources Trust Fund to assist with this project. We believe we have a reasonable chance of success based on the project location within the updated urbanized area zone which improves our grant score. We will know if we are recommended for funding in December. The grant schedule also aligns well with the proposed construction schedule that is being coordinated with other Allendale Township public works projects in that area in 2025. Additional work continues to secure desired easements along the route.

GR Greenway – Allendale Segment. Preliminary engineering work has been completed including accurate trail layout, cost estimating, and defining a list of obstructions and needed easements. This work is necessary for Parks to apply for a Transportation Alternatives Program (TAP) grant needed to fund this segment of the trail. OC Parks will continue to coordinate with Allendale Township to move the project forward in conjunction with proposed improvements at the M-45/60th Ave. intersection.

LAKE MICHIGAN COASTAL GREENWAY

Ottawa Sands – Phase 1 Development. This project is substantially complete and has been turned over to park staff. Minor “punch list” and warranty items will be completed in the next couple of weeks

Parks staff continue to work on many details required to open the camp including yurt and treehouse furnishings, laundry and welcome facilities, camp specific signage, as well as other operational details.

Project Budget Summary

Funding

Private Donations	\$ 3,480,000.00
County ARPA Funds	\$ 3,400,000.00
Additional approved parks funding	\$ 700,000.00
MNRTF Grant (Day Use Parking/Lake Loop)	\$ 300,000.00
LWCF Grant (Day Use Restroom)	<u>\$ 242,864.00</u>
Funding total	<u>\$ 8,122,864.00</u>

<u>Projected Expenditures</u>	
Consultant fees	\$ 301,120.00
Phase 1 Contract	\$ 3,539,000.00
Phase 1 –Kayak Launch/Welcome Center	\$ 308,000.00
Fire Protection Additions	\$ 241,815.72
Internet Service	\$ 104,854.88
Other Contract Revisions	\$ 140,854.88
Contingency (remaining)	\$ 59,663.58
Treehouse Contract	\$ 1,667,000.00
Yurt and Treehouse Furnishings (est.)	\$ 103,690.00
Day Use Parking/Lake Loop (contract)	\$ 788,314.25
Contract Revision – Bench Pads	\$ 10,000.00
Day Use Restroom (contract)	\$ 510,000.00
Other Expenses	\$ 3,971.10
Expenditure's total	<u>\$ 7,769,841.55</u>
Balance remaining	<u>\$ 353,022.45</u>

Ottawa Sands and Harbor Island Resiliency Project. Our consultant has completed most of the field inventory and analysis work at Ottawa Sands, Harbor Island, and along the Grand River shoreline and are compiling this in a presentable form. They are also looking at how this information impacts potential recreational improvements along the river shoreline at Ottawa Sands.

Rosy Mound Expansion Master Plan. Results from the public open house meeting on November 7 and recommendations on a preferred master plan concept will be presented at the December 18 Parks Commission meeting.

Lake Michigan High Water Damage Replacement/Repairs. No change since last report. Design and permit application preparation for repairs and replacement of stairs and boardwalks at Rosy Mound and Kirk Park are in progress.

Project Budget Summary

Funding

Ottawa County Insurance Authority Claim	\$ 170,000.00
Contingency (also through OCIA)	\$ 17,000.00
Funding total	<u>\$ 187,000.00</u>

Expenditures

Kirk Park Dog Beach Stairs Contract – Landtec	\$ 38,130.00
Rosy Mound Additional (est.)	\$ 90,000.00
Kirk Park Additional (est.)	\$ 44,000.00
Expenditure's total	<u>\$ 172,130.00</u>

Balance (contingency) remaining	<u>\$ 14,870.00</u>
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MACATAWA RIVER GREENWAY

Middle Macatawa Trail Connection. Detailed design and engineering work on this project continues. Specific work is being done to define small wetland and upland areas along the trail route that may affect permitting of the project and potential mitigation for impacts

Initial design work on the UMNA restroom building is also in progress as we await word on our Land & Water Conservation Fund grant application that will be announced in December.

Project Budget Summary

Funding

County ARPA Funding	\$ 906,000.00
MNRTF Grant (recommended)	\$ 300,000.00
Partner Participation (Holland Township)	<u>\$ 550,000.00</u>
Funding total	<u>\$ 1,756,000.00</u>

Expenditures

Middle Mac trailhead and connector construction. (est.)	\$ 1,300,00.00
UMNA Restroom construction (est.)	<u>\$ 456,000.00</u>
Expenditure's total	<u>\$ 1,756,000.00</u>
Balance (contingency) remaining	<u>\$ 0.00</u>

PIGEON RIVER GREENWAY

Consumers Energy Trail/Sheldon Landing. Conversations continue with various interested parties as we await clarification on the direction that Consumers Energy will determine for future use of its properties. Specific conversations have continued with MDNR Parks to define common goals and refine ideas for potential recreational uses and amenities.

OTHER PROJECTS

Grose Park Beach Improvements. No change since last report. The required permit application for work on the shoreline of Crockery Lake has been submitted to the Michigan Department of Environment, Great Lakes & Energy (EGLE) for review. If approved, bidding would occur over the winter with construction in the spring.



PROGRAM/VISITOR NUMBERS

Type	Participants	Programs	Notes
School Programs + Service-based Learning	1,136	22	
Private Programs	74	7	Loutit Library, Grand Pines + Lakeshore Assisted Living
Public Programs	438	28	
Volunteer Service Days		21	*Staff is working on integrating volunteer reporting
Engagement Outpost	88	1	
Events	781	3	Ottawa Sands Grand Re-Opening, Velo Kids Wheelie Scary Ride, & Ottawa Conservation District Plant Sale

Type	Count	Notes
Nature Center Attendance	3,367	<i>Above average visits; average month = 2,398*</i>
Trafx Car Count (August)	3,481	<i>Below average traffic; average month = 3,522**</i>
SAAA Public Observing	249	<i>One canceled Friday observing night</i>

*Averages visits based on FY24

**Averages visits based on FY23

UPCOMING EVENTS

- Nov 16 – Family Nature Day: Turkey Trot!
- Nov 26 – Coffee with the Birds Mug Reveal
- December 1-14 – Lights at Night at Pigeon Creek Park



GOALS/OBJECTIVES – CURRENT AREAS OF FOCUS IN FY25

- **Implement Strategic Plan**
 - CE staff working to develop strategic planning and realignment initiatives to determine how the division will help implement this plan and execute a millage campaign.
 - Staff are working together to create plan deliverables; meeting monthly
- **Increase students served: Outdoor Education**
 - There was a school program nearly every weekday in October
 - OEs are assisting with all Service-based Learning field trips
- **Increase participation: Public, Recreation & Wellness, Interpretive programs**
 - Our new Program Lead, Tabitha Corlett, has been leading fall Thru Hikes (sponsored by the Ottawa County Parks Foundation via Health & Wellness Initiative funds)
 - A wide variety of new programs will be offered beginning in winter
 - Free family nature days have been very successful
 - 80 participants at the Family Fall Fest at Pigeon Creek (campfire, hot dogs, s’mores)
 - 85 participants at the Family Nature Day at Ottawa Sands
- **Launch spring break & summer camps**
 - Staff is working to submit licensing applications to LARA for all-day summer camps at both Grand River Park and Hager Park





- **Increase visitation to the Nature Education Center**
- **Expand volunteer program**
 - New software (SignUp Genius Gold) has been purchased to better communicate “one off” volunteer opportunities to current volunteers
 - Hosted a successful Service Appreciation Dinner on 10/22/24



- **Improve online registration and user experience**
 - Communications staff setting up text message alerts in RecTrac
 - Miottawa web updates are planned for early 2025
 - Miottawa web updates for the Idema Explorers Trail have been published:
 - Landing page: <https://miottawa.org/Parks/IEC/>
 - Yurts: <https://miottawa.org/Parks/IEC/yurts.htm>
 - Treehouses: <https://miottawa.org/Parks/IEC/treehouses.htm>
 - Tent sites: <https://miottawa.org/Parks/IEC/tent-sites.htm>
- **Implement marketing & communications plan**
- **Develop staff work plans and performance reviews**
 - Staff met individually with leadership to review FY24 goals and adjust goal setting for FY25
 - Full time staff and Program Leads met to review FY25 goals. Monthly check ins will continue.

PRESS

- <https://www.wgvunews.org/news/2024-10-10/ottawa-sands-set-for-grand-re-opening>
- <https://www.secondwavemedia.com/lakeshore/features/Ottawa-Sands-reopens-with-new-amenities.aspx>
- <https://www.mlive.com/life/2024/10/see-the-full-hunters-moon-by-kayak-or-trail-on-these-nocturnal-tours.html>
- <https://www.hollandsentinel.com/story/news/local/2024/10/09/ottawa-sands-to-reopen-oct-17-after-construction-restoration/75567414007/>
- <https://www.fox17online.com/news/local-news/lakeshore/ottawa/sneak-peek-how-much-a-night-at-the-new-campground-in-ottawa-sands-park-will-cost?>
- <https://whtc.com/2024/10/17/ottawa-county-parks-unveils-ottawa-sands/>



- <https://wghn.com/2024/10/21/7685924/>
- <https://www.mlive.com/news/grand-rapids/2024/10/how-this-former-sand-mining-site-became-ottawa-countys-newest-gem.html>
- <https://wgrd.com/ottawa-sands-park-reopens-mich/>

GOVDELIVERY BULLETINS / EMAIL MARKETING

	Date	Recipients	Open Rate	Click Rate
Marketing				
October News, Events, & More!	10/2/24	16,236	30%	2%
October Family Programs	10/2/24	353	40%	1%
Press Release: Ottawa Sands Re-opening	10/7/24	16,559	45%	14%
Special photography permits required	10/16/24	16,559	41%	4%
Birding				
Birding Update Newswire! Oct 2024	10/20/24	2,554	47%	13%



Ottawa Sands Restoration/Creation

- Planting and seeding have been finished. Exclusion fencing will remain up through November to continue to protect plants and to convey to visitors to the newly reopened park that planted areas should not be trampled.
- Researchers from MSUE Sea Grant and Grand Valley State University continue to monitor fish populations in the mined lake and macroinvertebrates in the interdunal wetlands, respectively.
- Staff is planning to partner with the West Michigan Cooperative Invasive Species Management Area to hold a workshop at Ottawa Sands in the spring for outreach and management of European frogbit.

Hemlock Woolly Adelgid Management

- Stewardship staff continued to selectively basal bark spray dinotefuran insecticide to large diameter hemlock trees at Rosy Mound Natural Area.
- Staff treated sapling hemlocks at Kirk Park using a basal spray imidacloprid insecticide treatment.

Stewardship Activities

- Staff held two pre-hunt meetings for hunters involved in the 2024 Lakeshore Wildlife Management Hunt (LWMH) to go over rules and logistics of the hunt.
- NRM and Operations staff met to discuss logistics and staff scheduling of the 2024 LWMH.
- Staff interviewed six candidates for the open Stewardship Technician position and made a decision to hire Emily Guyot, a current Park Caretaker and GVSU student.
- Stewardship staff safely burned 13 acres of early successional forest at Hiawatha Open Space with contracted support from Stantec, and assistance from volunteers and other park staff.
- Staff and volunteers planted over 2,500 native plants (consisting of 38 species) throughout twelve different parks.
- Staff hosted a native seed collection event throughout the native landscaped areas surrounding the county administrative building.



Partnerships



- Staff attended stakeholder meetings to discuss options and alternatives for the redevelopment of the J.H. Campbell Consumers Energy site in Port Sheldon Township.



- Staff attended a virtual monthly meeting of the West Michigan Coastal Corridor stakeholder group.
- Staff met with DNR staff to discuss the J.H. Campbell decommissioning and redevelopment.
- Staff attended and assisted with a prescribed fire at Pierce Cedar Creek Institute.

Invasive Species Management

- Staff surveyed North Ottawa Dunes using drone video to obtain updated oak wilt distribution data.
- Staff and volunteers removed woody invasive species including autumn olive, privet, invasive bittersweet, and others from Riverside Park, Eastmanville Bayou, Ottawa Sands, Hager Park, and Rosy Mound Natural Area.





- **Individual Gift Count:**
 - 2022 – October 61 Year to date: 584
 - 2023 – October 41 Year to date: 837
 - 2024 – October 49 Year to date: 936
- **Average Donation**
 - 2022 – October \$ 125; *Year to date: \$4761
 - 2023 – October \$ 272; Year to date: \$204
 - 2024 – October \$702; Year to date: \$517
- **Percent Annual Revenue Goal**
 - 2022 – October 0.5%; *Year to date: 189%
 - 2023 – October 1.4%; Year to date: 21.9%
 - 2024 – October 9.8%; Year to date: 137.8%

Development Notes

Ottawa Sands – Phase 1 Development. This project is substantially complete and has been turned over to park staff. Minor “punch list” and warranty items will be completed in the next couple of weeks

Parks staff continue to work on many details required to open the camp including yurt and treehouse furnishings, laundry and welcome facilities, camp specific signage, as well as other operational details.

Rosy Mound - OC Parks hosted an open house event to gather feedback proposed levels of development for the Rosy Mound Natural Area project. Forty-four guests were presented with three levels of property enhancement (minimal – full usage) by outside consultants and invited to contribute their opinions and feedback on each level.

*In February 2022, Ottawa County Parks Foundation received a pledge payment of \$100,000 from the Wege Foundation followed by a \$2.5M pledge from the Idema Foundation in July. These contributions severely skewed 2022 statistics.



Present: Roger Belknap
Joe Bush
Lukas Hill
Kelly Rice

Staff: Jason Shamblin, Director, (via Teams)
Curt TerHaar, Coordinator of Park Planning & Development
Aaron Bodbyl-Mast, Park Planner
Nealy Molhoek, Coordinator of Natural Resources Management

Rosy Mound Expansion Master Plan

TerHaar provided an overview of the status of the Rosy Mound Master Plan update, which focuses on the proposed acquisition of 127 acres directly adjacent to the existing park. A public open house has been scheduled for November 7 at Grand Haven Township Hall. Draft documents from MSCA Group, the consultant for the Master Plan, that will be used for open house were reviewed, including concepts that were updated based on previous feedback from the Planning Committee and Parks staff. A draft public survey that will be posted online was also reviewed. Results of this process will be presented at the next Planning Committee meeting and publicly at the December Parks Commission meeting.

Idema Explorers Trail – Allendale Segment

TerHaar outlined ongoing efforts related to the planning, engineering, and funding of the Allendale Segment of the Idema Explorers Trail. The segment is proposed to be located along the north side of Pierce Street and the east side of 60th Avenue. The project has become complex as it involves several related projects being undertaken or considered by Allendale Township, including paving a gravel section of Pierce Street, upgrading a public water line along 60th Avenue, and a proposal to reconfigure the intersection of 60th Avenue and M-45 to create a signalized thru intersection (there is currently a median with indirect lanes for north south traffic). Parks staff have been coordinating with Allendale Township on the location, engineering, and funding of this route for several years, and Allendale Township contributed \$50,000 to the project. This funding was used to retain Fleis and Vandenbrink to complete preliminary engineering with identification of easements needed and cost estimates. Fleis and Vandenbrink also completed a traffic study for the proposed intersection reconfiguration and had positive discussions with Michigan Department of Transportation (MDOT) staff regarding prospective approval of a project at this location. A cost estimate was also developed for the intersection project.

While a funding plan has long been in the works, only the initial Allendale Township funding has been secured. Various funding options are being pursued, and Allendale Township has been seeking assistance with funding the intersection improvements. Parks staff have had preliminary discussions with MDOT Transportation Alternatives Program (TAP) grant staff regarding a possible grant application, which seems feasible. However, matching funding needs to be identified, and TAP indicated that the intersection would not be an eligible project cost. As an alternative option for the intersection, Parks staff are investigating MDOT Safe Route to Schools funding and learned that this program could be a viable option. The next step will be to connect with Allendale Township to outline the plan going forward.

Consumers Energy Campbell Plant Site

TerHaar provided an update on ongoing discussions with the Michigan Department of Natural Resources (MDNR) regarding the future of the Campbell Site. Discussions will continue with the MDNR over the next few weeks to further define common goals.

Coastal Management Grant Opportunities

TerHaar explained that the Michigan Department of Environment, Great Lakes, and Energy (EGLE) is seeking applications for Fiscal Year 2026 Coastal Management Program funding. Bodbyl-Mast is suggesting that a possible grant application be submitted for matching funds for engineering at Ottawa Sands – specifically engineering of the dune overlook tower and associated amenities.

North Bank Trail Planning Assistance

Bodbyl-Mast provided an overview of recent discussions with staff from the City of Coopersville regarding planning and funding of the North Bank Trail. A TAP grant has been submitted to construct a section of the North Bank Trail in Coopersville and a Michigan Natural Resources Trust Fund grant is being considered. Bodbyl-Mast stated that he offered assistance with mapping milestones and reviewing grant applications.

Pigeon River Watershed Project

Molhoek explained that Parks staff have engaged in an effort to assess Pigeon Lake in advance of the pending shutdown of the Consumers Energy Campbell Plant on the north side of the Lake. It is anticipated that the shutdown may change the ecology of the Lake as there has been long-term pumping of water from Lake Michigan through a manmade channel associated with the plant. There is a desire to obtain baseline data from Pigeon Lake before pumping is scheduled to stop in November 2025. Parks staff helped organize a meeting of several stakeholder groups and has been reviewing historical and ongoing efforts to analyze and improve the Pigeon River watershed, which includes an updated Watershed Management Plan completed by the Ottawa Conservation District in 2022. In upcoming months, Parks staff will investigate if and how it can help coordinate or implement recommendations from the Watershed Management Plan.

Grand River Coastal Corridor

TerHaar provided an update on the Grand River Coastal Corridor project, which covers the area where the Grand River meets Lake Michigan. There are several ongoing and overlapping projects.

One long-term project has been a multi-year effort led by the Lower Grand River Organization of Watersheds (LGROW) to develop a “landscape-level” conservation management plan for the area, especially focused on the area from Harbor Island to Hoffmaster State Park. A “Land Managers and Stakeholder” meeting is scheduled for November 7 at Central Park Place in Grand Haven, where public and private landowners were invited and for which Parks staff will provide a presentation.

This work will help feed into the current Coastal Resilience project that Parks is leading for Ottawa Sands and Harbor Island. The project is funded by a National Fish and Wildlife Foundation grant. Initial analyses of existing conditions at Ottawa Sands and Harbor Island have been completed and natural features inventories are underway by consultant GEI.

The grant project includes a public engagement component. Therefore, the work by LGROW will complement the Coastal Resilience project.

Property Issues

Various updates were discussed

The meeting adjourned at approximately 4:05 pm.

The next regular meeting is scheduled for Tuesday, December 3, 2024 at 3 pm.



Present: Linda McAffrey
Kelly Rice
Jim Miedema
Jane Longstreet
Roger Belknap

Staff: Jason Shamblin, Director
Jason Boerger, Coordinator of Park Maintenance & Operations
Jessica VanGinhoven, Coordinator of Community Engagement, Virtual

The following items were discussed:

- 1) Ray and Alma Statema – Park Stewardship Fund, Grand Haven Area Community Foundation
- 2) Parks Snowplow Contract Group 3, review results of second bid
- 3) Grand Haven Area Community Foundation, staff recommendation to join Assessment District
- 4) Historic Ottawa Beach request for authorization to utilize Right of Way for Residential Parking
- 5) Potential three-party Memorandum of Understanding regarding the City of Grand Haven’s Dune Open Space Property (adjacent to and south of Ottawa Sands) and City of Ferrysburg, Kitchel Lindquist Hartger Dunes Preserve Board (adjacent and south of City of Grand Haven’s property)

Action Request

Electronic Submission – Request # 417



Ottawa County Parks &
Recreation Commission

Committee: Parks Board

Meeting Date: 11/20/2024

Vendor/3rd Party: NOAH'S ARK LAWN CARE

Requesting Department: PARKS AND RECREATION

Submitted By: JASON BOERGER

Agenda Item: 11A EAST REGION (GROUP #3) SNOW PLOWING SERVICES

Suggested Motion:

To accept the snow plowing bids and approve staff to move ahead with a contract with Noah's Ark Lawn Care that will be sent to the Board of Commissioners for ratification.

Summary of Request:

The Snowplowing RFP from last month (RFP 24-094) contained only one bid on group #3, and it was significantly higher than the previous contract and the approved budget. The one bid received was rejected and a new RFPi (RFPi 25-004) was made public. Two bids were received for RFPi 25-004. Noah's Ark Lawn Care (the previous contractor for these sites) was the lowest and best bid received.

Financial Information:

Total Cost: \$12,000.00

Parks Fund Cost: \$12,000.00

Included in Budget: Yes

If not included in Budget, recommended funding source:

Action is Related to an Activity Which Is: Non-Mandated

Action is Related to Strategic Plan:

Goal 1: To Maintain and Improve the Strong Financial Position of the County.

Objective:

Administration:

Recommended by Parks Director:

Committee/Governing/Advisory Board Approval Date: Finance and Policy: 11/12/2024 Executive: 11/11/2024



Ottawa County

PROPOSAL SUMMARY
RFPI 25-004 SNOW PLOWING SERVICES
RELEASED FOR PUBLICATION 10/23/2024 DUE ON 11/11/2024

VENDOR		Noah's Ark Lawncare	Countryside Snowplowing LLC
VENDOR LOCATION		Allendale, MI	Holland, MI
DATE/TIME PROPOSAL RECEIVED		11/11/2024 @ 12:00PM ET	10/24/2024 @ 1:58 PM ET
ATTACHMENT A - COVER SHEET		Yes	Yes
ATTACHMENT B - REFERENCES		Yes	Yes
ATTACHMENT C - PROPOSAL RESPONSE	1. EXPERIENCE AND QUALIFICATIONS	Yes	Yes
	2. PROPOSAL RESPONSE TO QUESTIONS	Yes	Yes
	3. EQUIPMENT LIST	Yes	Yes
	4. COST AND FEES PROPOSED	\$1,300.00	\$1,972.00
COMMENTS:		Current contractor	Increase from \$1712.00 bid that was rejected from RFP 24-094

Evaluation Committee:
Jason Boerger, Coordinator of Parks Maintenance and Operations



PARKS LIST:

HAGER PARK - Georgetown Township, 8218 28th Avenue (south of Bauer Road).
Description of area to be plowed: A 1300' entrance drive, two 70' x 125' parking areas, a 60' x 110' parking area, and a 50' x 75' maintenance yard (approx. 81,296 sq.ft., all asphalt except 1/2 of maintenance yard). See attached map.

Rate per plowing: 225 /plowing.

GRAND RIVER PARK - Georgetown Township, 9473 28th Ave (north of Fillmore St).
Description of area to be plowed: Approximately 1500' entrance drive and turn around area and another approximately 1,400' drive and turn around to the boat launch (approx. 97,152 sq.ft., all asphalt). See attached map.

Rate per plowing: 175 /plowing.

GRAND RAVINES SOUTH - Georgetown Township, 3991 Fillmore (between 40th and 36th Avenues). Description of area to be plowed: Entrance drive, road apron, and large parking area (approx. 40,658 sq.ft. all asphalt). See attached map.

Rate per plowing: 175 /plowing.

GRAND RAVINES NORTH - Georgetown Township, 9920 42nd Avenue. Description of area to be plowed: Long entrance drive, two side parking areas along the drive and the two parking lots near the lodge (approx. 123,932 sq.ft., all asphalt). During the Months of January and February, the hill and the two lower lots are not to be plowed (48,316 sq.ft.). See attached map including the cut off line for January and February plowing. Do not block roadway at closed gate during January and February. Push snow to the sides.

Prior to January 1st and after February 28th the hill near the lodge at Grand Ravines North shall be salted each Saturday or Sunday morning that any snowy or icy conditions exist. When there are icy conditions but not significant snowfall Monday-Friday, park staff will salt the hill. This hill shall also be plowed and salted when 1" of snow is on the ground instead of the 3" standard in the other areas.

The hill near lodge may require additional salt application as needed and requested by park management.

Rate per plowing (complete): 200 /plowing.

Rate per plowing (Jan & Feb): 150 /plowing.

Rate per salt application (hill only): 125 /application.

BEND AREA - Georgetown Township, 9500 12th Ave (at the end of 12th Ave., north of Taylor). Description of area to be plowed: A 40' entrance drive and a 40' x 140' parking area (approx. 5,899 sq.ft., all gravel/dirt). See attached map.

Rate per plowing: 125 /plowing.



Ottawa County

RFPI 25-004 Snow Plowing Services

GRAND RIVER OPEN SPACE - Allendale, 10851 Linden Drive. Description of area to be plowed: A long entrance drive, small parking area between the ponds, and circle lot at the end of the drive. (approx. 47,295 sq.ft., all gravel). See attached map.

Rate per plowing: 125 /plowing.

Please total all the bids (including salt application and both Grand Ravines North bids) in this group

Total bid: \$ 1,300



REQUEST FOR PROPOSAL – INFORMAL
SNOW PLOWING SERVICES

Timeline:

RFP Issue Date:

Wednesday, October 23, 2024

RFP Deadline:

5:00PM (ET) Monday, November 11, 2024

Introduction:

The County of Ottawa, on behalf of Parks and Recreation Commission, is requesting proposals from experienced and qualified vendors to provide snow removal services for County Parks for the 2024/25, 2025/26, and 2026/27 winter seasons.

A. General Requirements

The terms and provisions which will govern the provision by the Contractor to the County of the snowplowing and snow removal services for the designated Parking Area(s) are as follows:

- Prior to first plowing of snow each year: Contractor shall place highly visible wooden or fiberglass stakes in the areas to be plowed to mark edge lines, curbs, parking blocks or other obstacles to be avoided. Stakes must be a minimum of 36" above grade. The contractor's stakes should be removed each spring after snowfall is no longer predicted and before mowing starts. If excessive damage occurs due to lack of adequate markers being placed or maintained, Ottawa County Parks reserves the right to cancel the contract at any time.
- Snowplowing and Snow Removal Services: If snow of three (3) inches or more accumulates on the Parking Area(s) designated, the Contractor shall promptly plow all accumulated snow from the Parking Area(s). At the very latest, the snow must be completely plowed within 4 hours after the end of a snowfall. Overnight snow falls should be removed prior to 7am if at all possible.

It is understood that unless prior arrangements are made, and consent is given by Park Management, the plowing will be done one time per snowfall only, after snowfall has completely ceased or once daily if snow fall continues for more than a day.

The Contractor shall also plow the snow from the Parking Area(s) whenever requested to do so by Park Management.

- Performance of Snowplowing and Snow Removal Services: All snowplowing and snow removal services to be provided by the Contractor pursuant to the awarded



contract shall be conducted in an efficient, safe and workmanlike manner. All equipment utilized shall be adequate to perform the work required, shall be properly maintained, and shall be operated by personnel properly qualified and trained to operate such equipment. All snowplowing and snow removal shall be provided in such a manner as to not injure or damage persons or property, including persons on the Parking Area(s), County landscaping, curbing and other Park Area(s) improvements, and vehicles located in the Park Area(s).

- **Damage to County Property:** The contractor is responsible for immediately repairing any damage to County Property that occurred while plowing the Parks or that was caused by the contractor or the contractor's employee. Damage that cannot be repaired until spring shall be completed prior to May 1st. This includes but is not limited to damage to turf, parking bumpers, curbs, signs, gates, posts, and buildings. In addition, anything that was displaced during plowing should be returned to its original location as soon as possible but no later than May 1. The last invoice will not be paid until these repairs are made. If the repairs are not made by May 1st, the county will complete the repairs and deduct the labor and material cost of the repairs from the last invoice. The County's determination of the amount of such expenses shall be final and conclusive. If the last invoice amount is not sufficient to cover the cost of the needed repairs the county will invoice the contractor for the remaining repair costs. If the contractor fails to pay the invoice within 30 days of receiving it, The County reserves the right to cancel the remaining years left on the contract and/or not accept a bid from the contract for the next contract.

B. Designated Parking Areas

The vendors will be submitting proposals and pricing for the following locations:

Hager Park
Grand River Park
Grand Ravines Park
Bend Area Park
Grand River Open Space

C. Vendor Qualifications and Mandatory Requirements

Vendor must be properly licensed to operate in Ottawa County. All drivers must be proficient in operating the necessary snow removal equipment. Vendor must have access to well-maintained equipment suitable to complete the scope of work. Equipment must be in good working order to avoid delays or breakdowns. Vendor

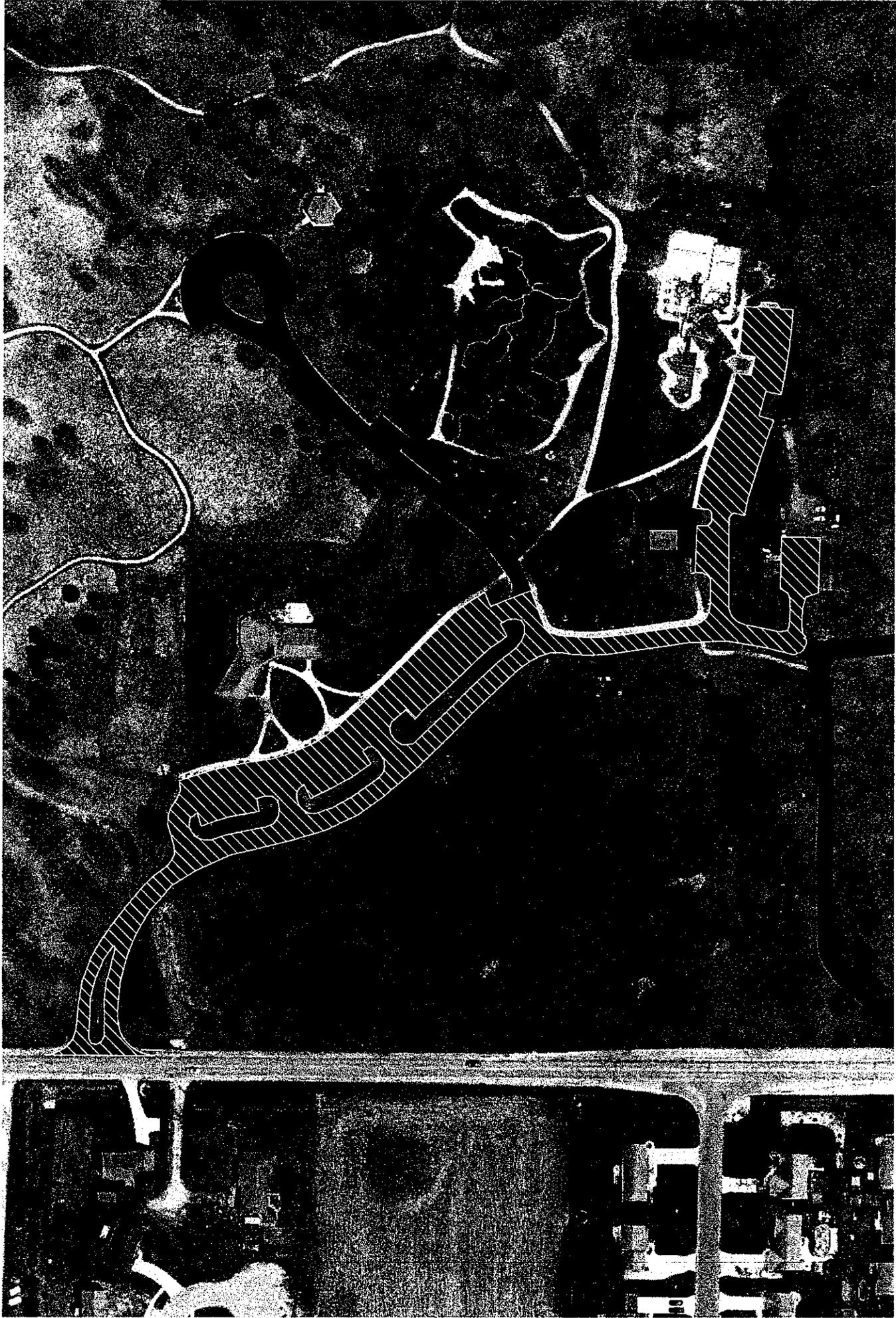


must comply with all local and state regulations regarding snow removal, ensuring that fire hydrants and access roads are not blocked.

D. Pricing and Invoicing

The Contractor shall be paid for its services pursuant to the amount shown per plowing on the awarded contract. The Contractor shall submit invoices to the County monthly. Such invoices shall specify the date when snowplowing or snow removal services were provided, and the total charges due. Such invoices shall be paid by the County within 30 days of receipt.

County of Ottawa is tax exempt. Michigan Sales and Use Tax Certificate of Exemption are available upon request.

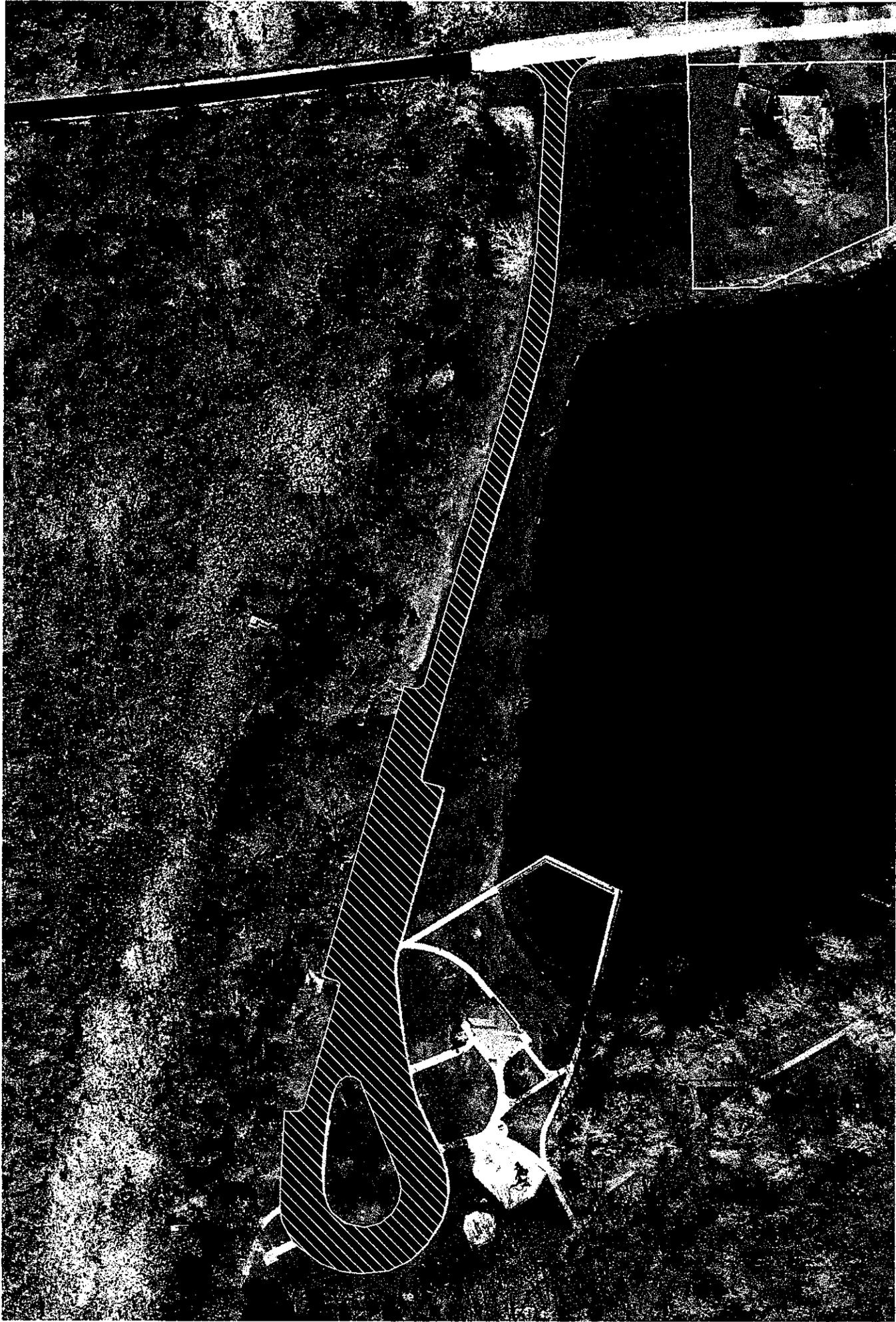


2021 Snow Plowing Map

Hager Park - 81,296 sq.ft

1 inch = 150 feet

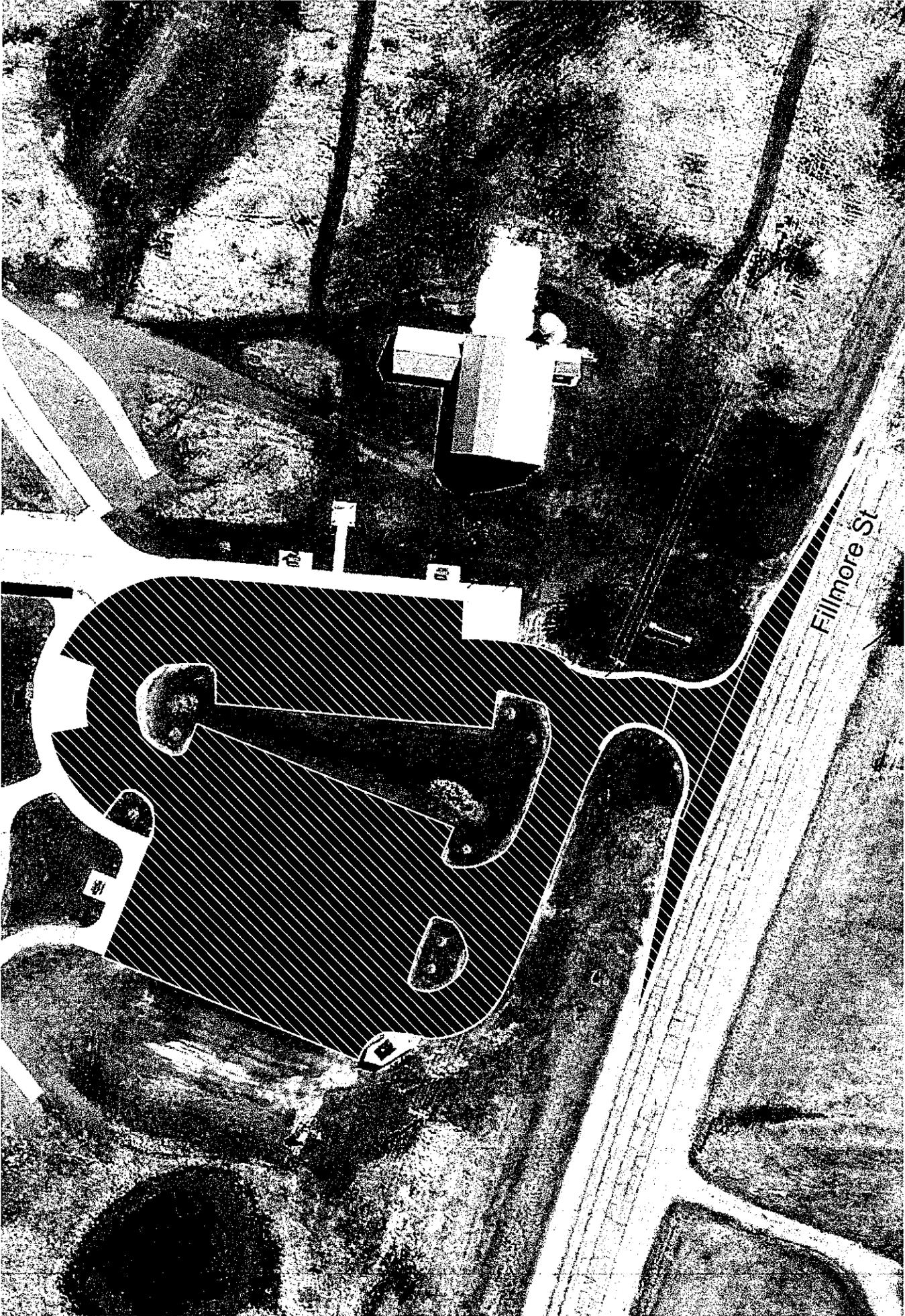




1 inch = 125 feet

2021 Snow Plowing Map

Grand River Park - 59,432 sq.ft

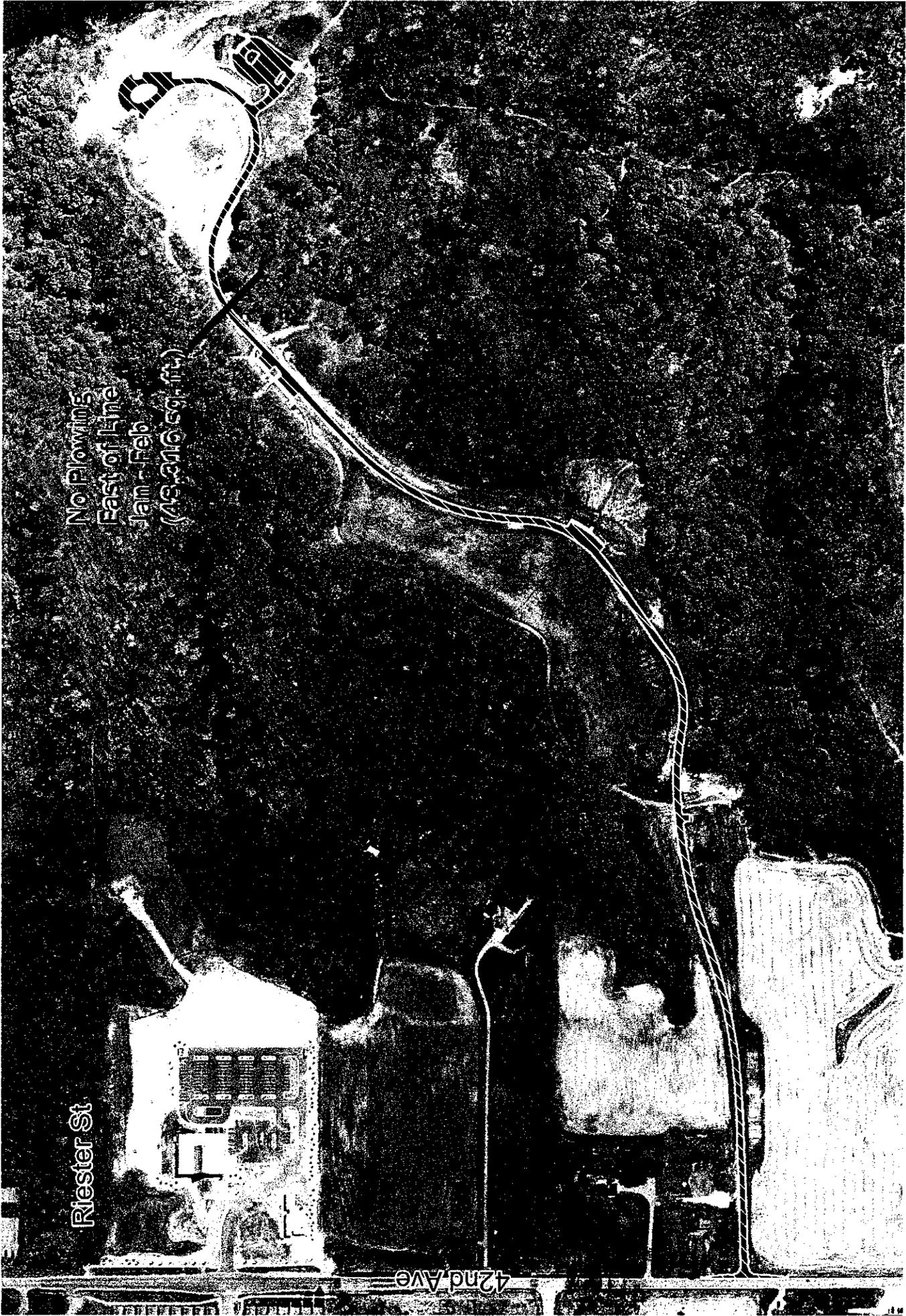


2021 Snow Plowing Map

Grand Ravines Dog Park Lot - 40,658 sq. ft.



1 inch = 60 feet



Riester St

42nd Ave

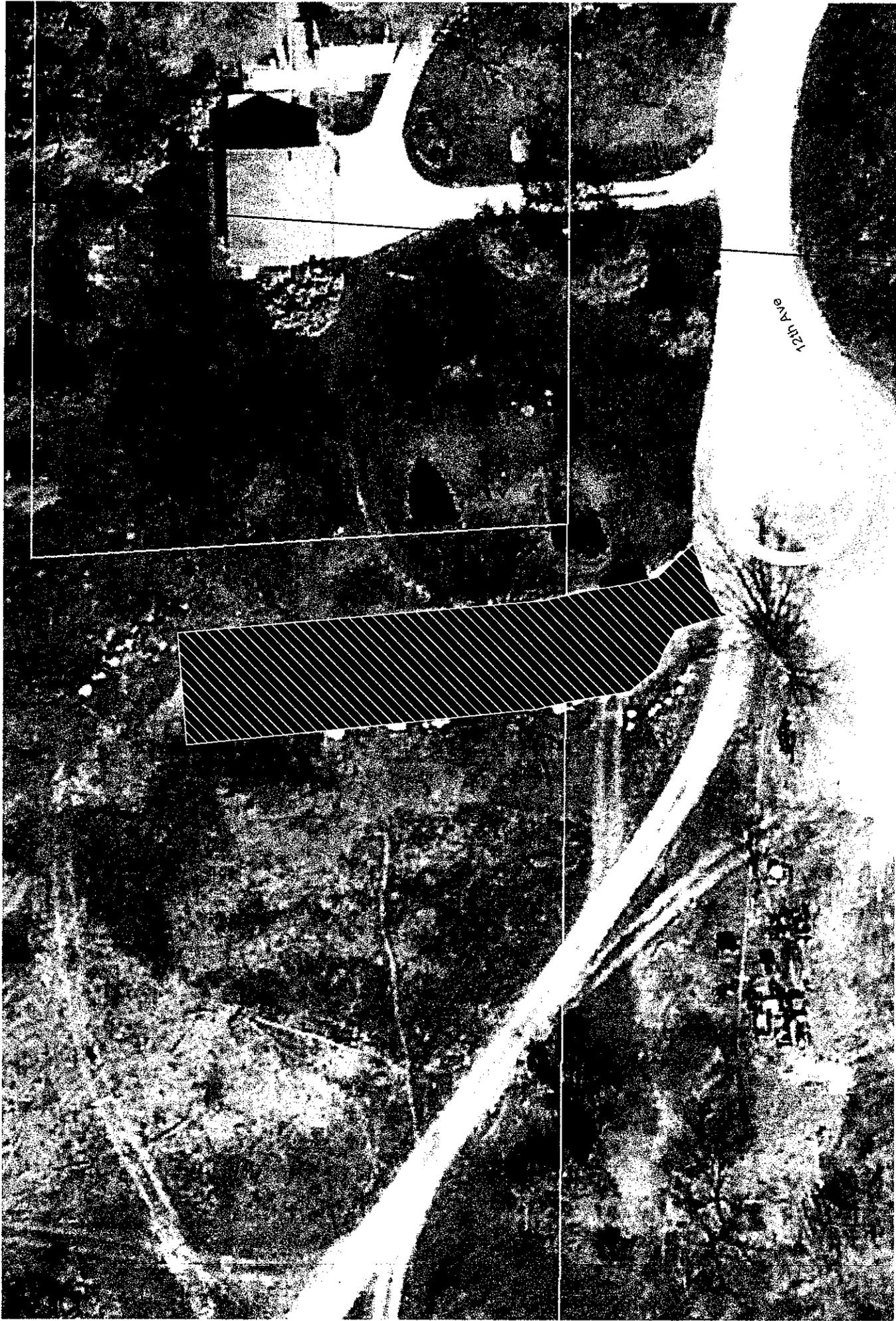
No Plowing
East of Line
Jan-Feb
(43,316 sq. ft.)

2021 Snow Plowing Map

Grand Ravines North Lots and Drive - 123,932 sq. ft.



1 inch = 350 feet



2021 Snow Plowing Map

Bend Area - 5,899 sq.ft

1 inch = 40 feet





2021 Snow Plowing Map

Grand River Open Space - 47,295 sq.ft

1 inch = 300 feet



REQUEST FOR PROPOSAL – INFORMAL
SNOW PLOWING SERVICES

Timeline:

RFP Issue Date:

Wednesday, October 23, 2024

RFP Deadline:

5:00PM (ET) Monday, November 11, 2024

Introduction:

The County of Ottawa, on behalf of Parks and Recreation Commission, is requesting proposals from experienced and qualified vendors to provide snow removal services for County Parks for the 2024/25, 2025/26, and 2026/27 winter seasons.

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Ottawa County

RFPi 25-004 Snow Plowing Services

GRAND RIVER OPEN SPACE - Allendale, 10851 Linden Drive. Description of area to be plowed: A long entrance drive, small parking area between the ponds, and circle lot at the end of the drive. (approx. 47,295 sq.ft., all gravel). See attached map.

Rate per plowing: 159.00 /plowing.

Please total all the bids (including salt application and both Grand Ravines North bids) in this group

Total bid: \$ 1,972.00

Countryside Snowplowing, LLC.

Mike Meyer

Action Request

Electronic Submission – Request # 418



Ottawa County Parks & Recreation Commission

Committee: Parks Board

Meeting Date: 11/20/2024

Vendor/3rd Party: MICHIGAN DEPARTMENT OF ENVIRONMENTAL, GREAT LAKES, AND ENER G

Requesting Department: PARKS AND RECREATION

Submitted By: CURT TERHAAR

Agenda Item: 11B Rosy Mound Coastal Management Grant Application FY2026

Suggested Motion:

To recommend application to the Michigan Coastal Management program for funding assistance with design and engineering for access improvements at Rosy Mound Natural Area and forward the Board of Commissioners for approval of the required application resolution.

Summary of Request:

For the past several years, the Ottawa County Parks and Recreation Commission (OCPRC) has been working to acquire a 127-acre expansion of Rosy Mound Natural Area. With closing on the property expected to occur before the end of 2024, an update of the 1991 Rosy Mound Natural Area Master Plan is underway. This Master Plan update is timed to allow for the submission of a Michigan Natural Resources Trust Fund grant application in April 2025 to help to fund improvements that would enhance public access while protecting sensitive natural features. While the current funding plan for this access project does include design and engineering costs, there is currently an opportunity to supplement this funding through EGLE's Coastal Management Program. The Coastal Management Program funds planning, design and engineering, low-cost construction, and acquisition projects in Great Lakes coastal communities (which includes parts of western Ottawa County). Given the Coastal Management Program's criteria, it appears that a potentially competitive application could be submitted to help fund design and engineering costs for this project (with the note there is limited available Coastal Management funding and it is uncertain exactly how projects are ultimately selected). However, while the Coastal Management application for low-cost construction projects is relatively cumbersome, an application for design and engineering can be prepared with a comparatively minimal investment of staff time. Therefore, since it appears to be a viable project and meets the project timeline, staff is recommending pursuing this grant opportunity. It should be noted that the exact scope of this project will be determined by the outcome of the Master Plan update.

Financial Information:

Total Cost:

Parks Fund Cost:

Included in Budget:

If not included in Budget, recommended funding source:

Action is Related to an Activity Which Is:

Action is Related to Strategic Plan:

Objective:

Administration:

Recommended by Parks Director:

Committee/Governing/Advisory Board Approval Date:

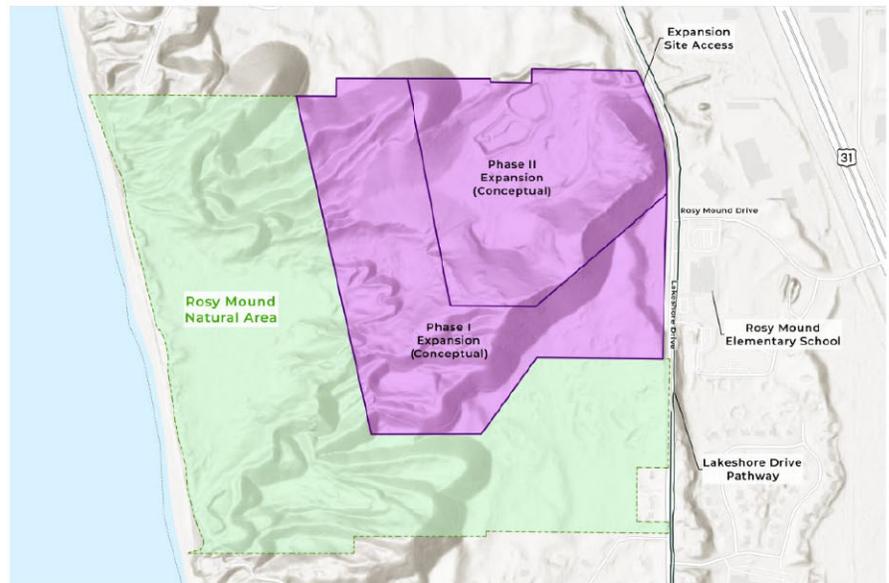
Planning and Development: 11/04/2024

Project: Rosy Mound Access Improvements - Design

- **Parks Initiative:** Rosy Mound Natural Area; Lake Michigan Coastal Greenway
- **Strategic Plan Initiative(s):** Connectivity; Organizational Quality; Community Engagement; Conservation
- **Parks Plan/Strategic Plan/Master Plan Reference (where applicable):** N/A
- **Location:** Grand Haven Township (Senate District XX, State House District 88)
- **Estimated Cost:** \$100,000
- **Proposed/Committed Funding:**
 - Ottawa County Parks Foundation: \$50,000
 - Michigan Department of Environment, Great Lakes, and Energy (ELGE) Coastal Management: \$50,000

• **Summary:** For the past several years, the Ottawa County Parks and Recreation Commission (OCPRC) has been working to acquire a 127-acre expansion of Rosy Mound Natural Area. With closing on the property expected

to occur before the end of 2024, an update of the 1991 Rosy Mound Natural Area Master Plan is underway. This master plan update is timed to allow for the submission of a Michigan Natural Resources Trust Fund grant application in April 2025 that would help to fund improvements that would enhance public access while protecting sensitive natural features. While the current funding plan for this access project does include design and



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- **Status:** Grant Application Preparation

Michigan Coastal Management Program Grant Funding Opportunity

INTRODUCTION

The Michigan Coastal Management Program (MCMP) in the Water Resources Division of the Michigan Department of Environment, Great Lakes, and Energy (EGLE) provides grant funds through the Michigan Coastal Management Program (MCMP) to assist in the development of vibrant and resilient coastal communities through the protection and restoration of our sensitive coastal resources and biologically diverse ecosystems. The WRD seeks projects that protect community character and revitalize ports and harbors; plan for growth and change in our coastal communities to strengthen economies and minimize risk from coastal hazards; protect and restore healthy coastal ecosystems for public use and enjoyment; devise solutions for the nature-based solutions to slow the flow of storm water; and create and enhance public access.

The MCMP grant funds are made possible through the partnership with the National Oceanic and Atmospheric Administration (NOAA), pursuant to the Coastal Zone Management Act of 1972.

WHO IS ELIGIBLE TO APPLY FOR GRANTS?

Eligible applicants include local units of government, cities, counties, villages, and townships; regional planning agencies; educational institutions; state government agencies; Tribal Governments; and not-for-profit 501(c) organizations. As part of this program, grant awards must be able to comply with the [U.S. Office of Management and Budget \(OMB\) guidance in subparts A through F of 2 CFR 200](#).

WHO IS NOT ELIGIBLE?

Ineligible applicants include federal agencies, for-profit organizations, and individuals. Additionally, ineligible applicants include those that have demonstrated past contractual performance issues; lack the ability to demonstrate organizational and/or financial stability to administer the grant; or inability to meet statutory, regulatory, or other requirements.

WHAT ARE INELIGIBLE USES OF MCMP GRANT FUNDS?

- Beach nourishment.
- Any and all types of shoreline hardened structures (e.g., groins and seawalls).
- Private resident benefit.
- Permit, other regulatory fees, or application fees such as 106 applications.
- Plans and designs for general recreational and athletic facilities (e.g., playgrounds, ball fields/courts, and restroom facilities).

- Construction of buildings, recreational facilities, or related structures.
- Funding for long-term operations, maintenance, or management.
- Reimbursement of expenses that have been incurred prior to the start of a grant agreement.

MCMP PRIORITIES

The MCMP prioritizes projects that promote resilience planning, local policies, and actions to mitigate negative impacts of coastal hazards through outreach, enhanced community engagement, host the MCMP's Coastal Leadership Academy technical training workshops, evaluate regional climate change and coastal issues with recommendations to improve coastal community resilience through delivery of technical assistance and developed tools.

All projects must take action to promote and support diversity, equity, inclusion, environmental justice, and barrier-free accessibility in coastal communities.

PROJECT TYPES

Planning Projects

Planning projects may include a variety of proposed actions that meet the needs of coastal communities and typically result in the development of a Master Plan, conservation, or recreational plan, or plans that prioritize water-dependent uses of coastal areas and expand upon the related coastal values and characteristics. Planning projects can also focus on capacity building, improved outreach and communication, and community engagement to achieve collaborative plans and strategies. Projects that conduct natural resource inventories, conduct sampling, or deploy drones are also considered planning projects.

Feasibility, Engineering, and Design

Feasibility, engineering, and design projects include site-specific investigations such as feasibility studies, creation of conceptual designs, and/or final engineering plans that lead to a low-cost construction, habitat restoration, or other on-the-ground implementation work. These types of projects may include outdoor activities such as in-field site inventories, topographic survey, geotechnical analysis, soil sampling, or sediment characterization. All funded grants must adhere to local, state, and federal permit conditions for proposed actions and are restricted within the MCMP coastal boundary.

Low-cost Construction

Low-cost construction projects are those that physically alter publicly owned property for site-specific enhanced public access, habitat restoration, installation of bioengineering and green infrastructure practices, and installation of signage. These projects must use low-impact development techniques and meet the federal 'Buy American' provision for purchase of materials, if applicable. All funded grants must adhere to local, state, and federal permit conditions for proposed implementation actions.

Land Conservation through Acquisition

Under federal guidelines, only units of government or public entities are eligible for funding for land acquisitions. All proposed purchases must demonstrate a significant ecological value, need for protection, and be managed and protected in perpetuity by the local jurisdiction purchasing the property. Projects submitted under this project type must involve acquisition of land from willing sellers of fee-simple or other public interest in the parcel. Projects may include land acquisition, purchase of easements, and purchase of development rights. All projects must provide passive public access or provide other public benefit.

PROJECT LOCATION

Feasibility, Design, and Engineering; Low-cost Construction; and Land Acquisitions projects must be located entirely within the approved MCMP coastal boundary. [Coastal zone boundary maps](#) are available through the MCMP's Website, Michigan.gov/CoastalManagement.

The MCMP has flexibility with planning projects that may extend outside the coastal boundary when there is a clear demonstration that the proposed project leads to improved coastal management within the boundary.

GRANT AND MATCH REQUIREMENTS

- Planning grants can be no less than \$10,000 and no greater than \$100,000.
- Feasibility, design, and engineering grants can be no less than \$10,000 and no greater than \$150,000.
- Low-cost construction grants can be no less than \$10,000 and no greater than \$250,000.
- Land conservation through acquisition grants can be no greater than \$500,000.

NOAA requires a one-to-one match which can be in the form of cash, in-kind services, or donations.

The grant will function on a cost-reimbursement basis with progress and financial reporting on a quarterly basis. All grant/match expenses will require supporting documentation for costs incurred and paid.

GRANT AWARD PERIOD

Anticipated grant agreement may be as early as October 1, 2025, with a project period of 12 months generally for Planning projects and no longer than 15 months for Feasibility, Engineering, and Design, Low-cost Construction and Land Acquisition projects. Projects will be evaluated on project readiness and ability to complete all project tasks within this time frame.

INFORMATION FOR APPLICANTS

EGLE may request additional information for clarification purposes and/or to satisfy federal funding requirements. EGLE may offer different grant amounts other than those requested and request changes to the proposed project activities and schedule.

Submitted applications are considered public information under the Michigan Freedom of Information Act, PA 442 of 1976, as amended. Successful applicants will be required to enter into a grant agreement with EGLE, which includes standard terms and conditions that are not subject to modification. Failure of a successful applicant to accept these obligations will result in withdrawal of the grant award offer.

MCMP FOCUS AREAS

Following are descriptions of the five MCMP Focus Areas and project preferences.

Coastal Water Dependent Uses and Community Development

The MCMP is committed to plan and manage future growth and development on lands adjacent to the coast, while protecting coastal natural resources, maritime heritage resources, water-dependent livelihoods, outdoor recreation, and other assets and activities that contribute to the community's sense of place.

Examples of past projects include waterfront redevelopment plans, updates to community Master Plans and zoning ordinances, natural features inventories and sensitive areas overlays, and research designed to inform community planning, zoning, and development efforts.

Please note: Community land use plans and zoning ordinances must be developed in accordance with the requirements of applicable state planning and zoning enabling statutes.

Preference will be given to projects that:

- Develop Resilient Master Plan update with scenario-based resiliency planning principles.
- Develop or update of local zoning practices that promote resilient principles such as building setbacks, shoreland overlays districts, or long lots.
- Evaluate regional climate change and coastal issues with recommendations to improve coastal community resilience through delivery of technical assistance and developed tools.
- Prioritize waterfronts and coastal lands for public access and recreation, resource protection, and water-dependent uses through the creation of subarea and/or waterfront redevelopment plans.
- Create plans, studies, or projects that will economically revitalize under-utilized coastal areas in a sustainable and resilient manner.



Coastal Hazards

The MCMP is committed to increase coastal communities' understanding of the risks associated with living on the coast from coastal erosion, flooding, storm water, and urban heat to build upon the ability to absorb, respond, and adapt to impacts from coastal storms and Great Lakes water level variabilities (e.g., the highs and the lows).

Examples of past projects include development of field studies and mapping efforts identifying threats and vulnerabilities from coastal erosion and flooding, coastal engineering studies used as a basis to develop local coastal construction setbacks, and feasibility studies and engineering design for relocating development back from eroding shorelines.

Preference will be given to projects that:

- Develop community feasibility studies, design, and engineering for low-cost construction projects utilizing natural infrastructure to address coastal erosion with innovative adaptation strategies such as artificial cobble shorelines, bioengineering, etc.
- Conduct community feasibility studies and/or develop policies for managed retreat projects (e.g., set standards for moving infrastructure and assets back from the coast).
- Conduct shoreline engineering studies to justify the establishment of resilient local zoning practices (e.g., regulation of construction of structures lakeward of a setback line).
- Perform exposure, vulnerability, and risk assessments, either community-wide or asset specific.
- Conduct benefit cost analyses to demonstrate viability of planned projects that address natural hazard such as coastal erosion.
- Update regional/local precipitation projections and integrate data into planning and asset management.



Coastal Habitat

The MCMP is committed to protecting, preserving, and restoring healthy coastal wetlands, beaches, and dunes. As the first defense against storm surges (e.g., reducing the risk of flooding and coastal erosion), natural infrastructure is critical for coastal communities' resilience as well as maintaining beneficial ecological plant and animal communities.

Examples of past projects include restoration/enhancement of coastal habitat utilizing natural infrastructure; installing a redesigned boardwalk, fishing pier/dock, and kayak launch with less impact to surrounding natural resources; and the restoration and protection of critical dune habitat that and directed public access to protect the natural and public infrastructure from degradation.



Preference will be given to projects that:

- Develop community feasibility studies, design, and engineering for low-cost construction projects utilizing natural infrastructure such as sand fencing and dune grass planting, artificial dune construction, bioengineering, etc.
- Identify, assess, quantify, and communicate the value of coastal ecosystem services and how changes in these ecosystems impact coastal communities.
- Develop feasibility studies, engineering plans, and implementation of on-the-ground activities utilizing nature-based solutions leading to small-scale, site-specific projects to enhance or restore coastal habitats.
- Develop creative coastal projects to assist in the development of vibrant, healthy, and resilient coastal communities through preservation, protection, restoration, and enhancement of healthy coastal ecosystems while improving opportunities for public use and enjoyment.
- Address urban heat, such as urban tree canopy profiles or tree-planting.
- Collect new coastal data such as beach surveys, time-lapse photos, oblique photographs, aerial imagery, and other coastal change data for use in future planning or decision making.

Coastal Waters

The MCMP is committed to the protection and management of coastal waters. Planning and installing nature-based solutions (e.g., vegetated buffers, raingardens, and living shorelines) that benefit ecosystem services (e.g., recreation and habitat biodiversity) is the preferred approach for managing and slowing the flow of storm water and flooding in coastal areas.

Examples of past projects include technical trainings, community workshops, development of storm water assessments, local ordinances, and plans that address flooding and storm water management with natural/green infrastructure.



Preference will be given to projects that:

- Develop community feasibility studies, design, and engineering for low-cost construction projects utilizing natural infrastructure to address coastal flooding to slow the flow and manage storm water.
- Conduct a community storm water management assessment that identifies opportunities for implementing nature-based solutions.
- Analyze existing storm water ordinances to identify gaps and develop recommendations for new ordinances and standards targeted towards new development.
- Implement community engagement and education campaigns to encourage proper maintenance and self-inspection of on-site disposal systems.

Public Access

The MCMP is committed to the creation and enhancement of public access to the Great Lakes using approaches that support coastal communities, foster appreciation of natural, cultural, and historic resources for a holistic approach for preserving Great Lakes public trust bottomlands.

Examples of past projects include development of design and engineering plans that lead to low-cost construction of barrier-free boardwalks and floating docks, preservation, restoration, and interpretation of historic and culturally significant structures.

Preference will be given to projects that:

- Planning, feasibility plans, engineering, and design projects that incorporate transportation policy and design to enable safe access, multiple mode of passive public transportation (e.g., walkability, bike lanes, etc.), and promote community place-making.
- Implement site-specific construction projects to enhance resilient and barrier-free public access to the Great Lakes and other coastal areas utilizing low-impact development techniques and environmentally friendly materials for construction.
- Support historic and cultural preservation, restoration, and interpretation unique to Michigan’s coastline, with an emphasis on shipwrecks and lighthouses.



APPLICATIONS

APPLICATIONS ARE TO BE SUBMITTED VIA THE EGLE GRANTS SYSTEM USING THE FOLLOWING INSTRUCTIONS

EGLE Grants System (EGX) Sign-up and Guidance

- [Organization MILogin and EGX Sign-up Instructions](#)
- [EGX Applicant Training – Getting Started](#)

PLEASE SEE THE FOLLOWING GUIDANCE FOR FILLING OUT THE APPLICATION:

Detailed Project Description

- a. Describe the project scope, goals, and objectives and explain why the project is needed. Include how the project will lead to improved management of coastal resources and how the project outcomes align with one or multiple MCMP focus area preferences.

- b. Provide background information summarizing the problem and technical/financial needs the grant will supplement.
- c. Describe the anticipated work plan, including key project tasks, related activities, and outcomes and work products of the project.
- d. Provide a brief description of the principal staff working on the project, including names and titles, qualifications, and grant activity roles for each. Applicants must demonstrate organizational capacity to administer the grant provisions required under the grant agreement.
- e. Provide a detailed description of all contractual subaward tasks including the name(s) of the contractor(s), description of work to be performed under the subcontract, and a detailed narrative budget description broken out by budget categories.
- f. Describe project readiness and merit for the project.
- g. Describe how the project will address diversity, equity, inclusion, justice, and barrier-free accessibility within the community, including how the project broadens the participation of, and/or supports the needs of, under-represented and under-resourced communities.
- h. Describe any public, non-governmental organizations, private, or individual partners that will be involved in the project and their intended roles. Please also include a description of the community level of support for the project.

Additional Information for Projects Involving Outdoor Activities

As defined by NOAA, any activity conducted outdoors, such as on-foot inventories, topographic mapping, or educational events are considered as “outdoor activities.” Applicants involving outdoor activities must provide a detailed narrative description of activities including location (e.g., address, latitude, and longitude), site access (e.g., access roads), use of tools and equipment, timeframe, list of best management practices to prevent the spread of invasive species, statement of any federally listed endangered or threatened species in area of interest, list of permits needed (if required), and who will conduct the outdoor activities.

Additionally, applicants proposing outdoor activities must ensure that any field work conducted, including construction activities, surveys, educational, training or volunteer programs will be conducted in accordance with appropriate, federal, state, and local laws. Applicants must describe best management practices to minimize the risk of spreading terrestrial and aquatic invasive species and measures to minimize the impact to the environment while performing outdoor activities. The applicant’s selection of project-appropriate measures is required to take into consideration the type of work being conducted and the specific on-site characteristics, including consideration of changes in risk level according to season and weather.

Additional Information for Projects Involving Land Disturbance

As defined by NOAA, any activity involving land disturbance resulting in breaking the plane of the earth's surface that includes but not limited to environmental monitoring/sampling, restoration activities, and construction of access sites, etc. requires a federal National Historic Preservation Act (NHPA) review and determination by NOAA the actions comply with the NHPA.

For projects proposing any land disturbance, a Historical Properties Report is to be developed in accordance with the Michigan State Historical Preservation Office (SHPO) requirements. The critical requirement for this report is that the report must be completed by a "Federally Qualified Individual" to define a project's Area of Potential Effects (APE), identify historic properties within the APE, and consider potential impacts to historically and/or culturally significant resources; including those listed in the National Register of Historic Places and sites of Tribal Government significance.

NOTE: The Historical Properties Report is separate and is not replaced by 106 applications.

The Historical Properties Review Report must at minimum include the following components:

- a. Describe current land use and site conditions (e.g., natural habitat, previously disturbed, brownfield, degraded) and if the proposed project may degrade or disturb previously undisturbed areas.
- b. Describe previous land uses.
- c. Include any supplemental material that may help determine potential impacts associated with the proposed project (e.g., historic structures report or archaeological survey).
- d. Provide a list, date, and location map for all historic properties located in or near the project area; including archaeological resources and historic structures of traditional, religious, and cultural importance to federally recognized Tribal Governments.
- e. If historic properties are present, describe any direct or indirect effects, especially potentially adverse effects, to those properties that may result from the proposed project.

A Federally Qualified Individual as identified by the Michigan SHPO is required to perform the archaeology and/or architectural review, as necessitated by specific project activities proposed resulting in land disturbance. Please review information provided on the [Michigan SHPO Website](#) for more details and for the list of [Federally Qualified Individuals](#) meeting the federal qualifications for architectural history and archaeology.

NOAA is the lead agency in consultation with the Michigan SHPO for making this determination. Applicants are asked not to seek application directly from the Michigan SHPO. The role of the MCMP is to assist in the facilitation of report to NOAA to initiate their review and consultation.

Additional Information for Projects Involving Unmanned Aerial Systems (i.e., Drones)

Applicants must provide the following additional information when requesting the use of drones:

- a. Flight plan, including an area of operations map showing specific geographical location of deployment sites, survey areas, and access roads/trails. Include a brief narrative of the area of operations that describes the elevation at which the drone will be operated.
- b. Timing for the deployment of the drones (e.g., month, day or date range, time of day).
- c. Evaluation of deployment coincidence with animal migration.
- d. Federal Aviation Administration license of the drone operator and drone registration.
- e. Explanation of best management practices to be implemented to avoid the introduction and spread of invasive species

Additional Information for Projects Creating New Geospatial or Environmental Data

Environmental data is defined as recorded and derived observations and measurements of the physical, chemical, biological, geological, and geophysical properties of the Earth and space. This is also applicable to socio-economic data and metadata. Applicants collecting or creating environmental data which may apply to projects proposing monitoring programs, collecting soil samples, using drones, conducting research, performing outdoor activities, etc. Successful applicants may be asked for additional information to fully satisfy federal data management requirements.

Data Plans must include all of the following:

- a. Name, title/position, organization, email, and phone number of the designated data manager for the project.
- b. Describe the environmental data types proposed to be collected or created.
- c. Describe collection methods, timing, and geographic coverage of the data to be collected.
- d. Describe the standards to be used for data quality controls.
- e. Describe when, how, and where the data will be made publicly available.
- f. Describe the plan for data preservation and continual administration.

Additional Information for Projects Involving Low-Cost Construction

As defined by NOAA, low-cost construction projects are small and discrete which involve land disturbance. All construction related activities must result in public benefit on publicly owned property. Typical projects include construction and implementation of boardwalks and fishing piers, observation platforms, walkways and trails, education and interpretive signage, habitat restoration and invasive species control, nature-based shoreline protection solutions, barrier-free accessibility improvements, natural infrastructure, and rehabilitation of historical buildings.

Applications for low-cost construction projects must **provide** the following information for all construction related activities.

Submit one of the following Proof of Property Ownership:

➤ Public Ownership Affidavit:

Applies if the property on which construction will occur is not subject to easements or other encumbrances held by a party other than the applicant, prepare and submit a Public Ownership Affidavit PDF form.

-OR-

➤ Attorney Title Opinion:

Applies if the property on which construction will occur is subject to easements or other encumbrances held by a party other than the applicant, prepare and submit an Attorney Title Opinion PDF form.

Please note: PDF fillable forms are available at [Michigan.gov/CoastalManagement](https://www.michigan.gov/CoastalManagement).

Project Site Location Map:

- a. The project site location map shows the exact geographic location of the construction project site. The information provided must allow for easy identification of the overall project location and construction site.
- b. A recent United States Geological Survey (USGS) quadrangle map, preferably at a 1:24,000 scale, must be submitted. The USGS hosts topographic maps available for download on its [TopoView online tool](#). Supplemental site location maps, including labeled aerial imagery and GIS data layers, may provide additional detail and are encouraged to be submitted with applications as appropriate.

Project Site Plan and Photographs:

- a. Provide drawing or digital rendering of the project site plan. The site plan is a detailed drawing of the proposed construction project (or other physical alternation) on the project site. The site plan should show the relationship of the project to other facilities and significant natural features, including but not limited to, current water level, statutory ordinary high-water elevations, wetlands, dunes, floodplains, etc.
- b. It is important to clearly delineate the entire project footprint in addition to specific areas of earth disturbance. The entire project footprint should include equipment access points, staging areas, and any other areas necessary to carry out all project activities. Specific areas of earth disturbance should be clearly delineated and accompanied by labeled values related to the proposed activity, such as dimensions of excavation, restoration areas, walkways, and boardwalks, etc. All project activities must be carried out entirely within the identified project footprint.
- c. The site plan must show how structures and/or other site enhancements are designed to comply with the Americans with Disabilities Act to provide barrier-free accessibility.

- d. Submit photographs of the proposed project site depicting current on-site conditions and land use. It is encouraged to submit site photos with a directional legend to provide greater perspective.

Construction Work Plan:

Describe current on-site conditions (e.g., natural habitat, already disturbed, brownfield, degraded) as well as current and prior land uses.

Construction operation practices:

- a. Explain how the site will be accessed during and after construction.
- b. Explain the timing of construction phases and specific activities (e.g., staging, site prep, removals, installations, etc.).
- c. Explain construction methods, including type of equipment used as well as structures to be placed temporarily or permanently in the environment.
- d. Describe the impact areas and land disturbance anticipated on-site and in the surrounding environment. Also, describe how construction impacts will be avoided and/or minimized. Indicate whether there will be any tree clearing for the project and, if so, the extent of clearing.
- e. List and provide brief descriptions of the materials to be used during construction.
- f. Explain best management practices to be implemented to avoid the introduction and/or spread of invasive species, soil erosion and off-site sedimentation, and nonpoint source pollution.

Operations and Maintenance:

- a. Describe how the project is compatible with local, regional, or state planning and zoning.
- b. Explain the public benefit of the project and if the public will be charged a user fee to access the project site.
- c. Indicate if the proposed project is a component of an otherwise larger construction project or is part of a phased implementation approach.
- d. Describe who will be responsible for maintaining the project for its useful life (20 years) after it is completed.

Threatened and Endangered Species:

Conduct a site review and provide a list of threatened or endangered species and critical habitat located in, or that may potentially be located in, the project footprint. Documentation must verify that either none exist in the project area or, if species or habitats are present or would potentially be impacted, that the project will not likely have an adverse impact on those resources.

Flood Zone:

Conduct a site review and provide documentation that identifies, at a minimum, the 100-year floodplain determined by the Federal Emergency Management Agency (FEMA) or from other best-available data. Flood Insurance Rate Maps produced by FEMA showing the 100-year floodplain are available for large portions of Michigan's coastline and greater coastal areas at the [National Flood Hazard Layer viewer](#) online tool. Identify any specific flood zone(s) (e.g., Zone AE) and indicate whether the community is participating in the National Flood Insurance Program.

Contaminated Site Review:

- a. List and describe any hazardous substances or hazardous wastes, as defined by the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA or Superfund) or the Resource Conservation and Recovery Act that are used, stored, generated, or released by the proposed activity which could pose any threat to human health and/or the environment.
- b. List and describe any potential unique or unknown risks to human health or the environment from the proposed activity.
- c. List and describe any known previous or ongoing uses of the site, or any other issues, that make it likely that contaminants may be uncovered and/or disturbed. Identify the potential contaminant and the circumstances that may uncover or disturb the contaminants.

Social and Human Impacts Review:

- a. Describe the degree to which the proposed action may have effects on the human environment that are likely to be highly controversial. (A project is considered highly controversial if there is a substantial dispute about the size, nature, or effect of the major federal action rather than the existence of opposition to the use.)
- b. Describe any changes to scenery or viewsheds in the project vicinity.
- c. Explain whether the project is likely to have adverse economic or environmental impacts on minority groups, low-income groups, frontline communities, or Native American tribes that are out of proportion with its impacts on other groups.

Unique Coastal Resources and Geographic Areas:

- a. List and briefly describe any resources and/or locations that include areas of notable recreational, ecological, scientific, cultural, historic, scenic, or aesthetic importance. Examples include Federal or State designated Underwater Preserves; Essential Fish Habitat; Areas of Concern designated under the US-Canada Water Quality Agreement; Critical habitat designated under the Endangered Species Act; Wild-, Scenic-, or Natural-River designations; Site listed on the National Register of Historic Places; Tribal lands.
- b. Describe any direct, indirect, and cumulative impacts that may result from the proposed project on the listed resources and/or locations.

Historical Properties Review Report.

A Federally Qualified Individual as identified by the Michigan's SHPO is required to perform the archaeology and/or architectural review, as necessitated by specific project activities proposed resulting in land disturbance. Please review information provided on the [Michigan SHPO Website](#) for more details and for the list of [Federally Qualified Individuals](#) meeting the federal qualifications for architectural history and archaeology.

The Historic Properties Review Report must include the following:

- i. Describe current land use and site conditions (e.g., natural habitat, previously disturbed, brownfield, degraded) and if the proposed project may degrade or disturb previously undisturbed areas.
- ii. Describe previous land uses.
- iii. Include any supplemental material that may help determine potential impacts associated with the proposed project (e.g., historic structures report or archaeological survey).
- iv. Provide a list, date, and location map for all historic properties located in or near the project area; including archaeological resources and historic structures of traditional, religious, and cultural importance to federally recognized Tribal Governments.
- v. If historic properties are present, describe any direct or indirect effects, especially potentially adverse effects, to those properties that may result from the proposed project.
- vi. Additional Reports, Weblinks, Graphics, etc.:
- vii. Include any supplemental plans, strategies, graphics, or other guidance documents that are being used to support the proposed project. Examples include, but are not limited to, Historic Structures Reports, Five-Year Recreation Plans, Master Plans, and Natural Features Inventories.

Additional Information for Projects Involving Land Acquisition

Applicants must provide the following information for proposed land acquisition:

Detailed Project Description

Provide comprehensive description of the proposed property acquisition that includes all following components:

- a. State the intent, goal, and outcome of the proposed work.
- b. Parcel number.
- c. Number of acreages.
- d. Estimated value of the land and total estimated purchase price.
- e. Habitat type(s) present and the relationship to significant natural features (e.g., Great Lakes, wetlands, dunes, inland lakes or streams, floodplains, etc.).

- f. Ecosystem benefits of the project and ecological value of the target property.
- g. Benefits to the region and local community in improving resilience.
- h. Extent the project factors enhanced resilience to climate hazards.
- i. Indicate if the proposed project or property is identified in a state or regional conservation plan or watershed protection plan.
- j. How the property will be effectively managed and protected in perpetuity.
- k. How the acquisition will provide passive public access or other public benefit on some portion of the property.
- l. Identify the public entity will be legally and financially responsible for maintaining the acquired property once transaction is complete.

Submit a Historic Properties Review Report

A Federally Qualified Individual as identified by the Michigan's SHPO is required to perform the archaeology and/or architectural review, as necessitated by specific project activities proposed resulting in land disturbance. Please review information provided on the [Michigan SHPO Website](#) for more details and for the list of [Federally Qualified Individuals](#) meeting the federal qualifications for architectural history and archaeology.

The Historic Properties Review Report must include the following:

- a. Describe current land use and site conditions (e.g., natural habitat, previously disturbed, brownfield, degraded) and if the proposed project may degrade or disturb previously undisturbed areas.
- b. Describe previous land uses.
- c. Include any supplemental material that may help determine potential impacts associated with the proposed project (e.g., historic structures report or archaeological survey).
- d. Provide a list, date, and location map for all historic properties located in or near the project area; including archaeological resources and historic structures of traditional, religious, and cultural importance to federally recognized Tribal Governments.
- e. If historic properties are present, describe any direct or indirect effects, especially potentially adverse effects, to those properties that may result from the proposed project.
- f. Additional Reports, Weblinks, Graphics, etc.
- g. Include any supplemental plans, strategies, graphics, or other guidance documents that are being used to support the proposed project. Examples include, but are not limited to, Historic Structures Reports, Five-Year Recreation Plans, Master Plans, and Natural Features Inventories.

Demonstrate Project Readiness

- a. Describe project readiness and include documentation of a willing seller (e.g., a letter or email indicating that the landowner has willingly entered negotiations; note, a purchase and sale agreement does not typically suffice for this purpose).
- b. Describe the status of negotiations with the landowner have resulted in an option to purchase and sale agreement or other documented evidence that a seller would be willing to sell at a mutually agreeable price and terms.
- c. Specify if the site has any uncertainties (e.g., liens, judgments, title encumbrances, or need for remediation) that are not likely to be resolved within the project period.
- d. Describe any conservation easements or other easements or use agreements that would affect long term use of the property.
- e. Describe the existing uses of the property, the nature of those uses, and whether those uses will continue after the completion of the project or changes in property use.
- f. Describe any public, non-governmental organizations, private, or individual partners that will be involved in the project and their intended roles. Please also include a description of the community level of support for the project.

Note the following supporting documentation must be provided prior to property closing and may be included as grant eligible tasks:

- a. Appraisal that is consistent with Uniform Standards of Professional Appraisal Practice.
- b. Evidence of title for each proposed parcel to be acquired.
- c. Legal survey of the property.
- d. Contract for purchase, sales, or option agreement.
- e. Copies of easements or other use agreements to be placed on the property.
- f. Regional and site-specific maps.

DETAILED BUDGET NARRATIVE

Provide a detailed budget narrative with justification for each budget category (e.g., Personnel, Fringe, Travel, Supplies, Contractor, Indirect, and Other).

- Funds for salaries and fringe benefits are only for staff directly working on project tasks and oversight of the grant administration. Fringe benefits are capped at a 40 percent maximum.
- Travel for staff must include description of anticipated number of trips, modes of transportation, number of travelers, and destinations.
- Supplies must be described to the extent to implement specific project tasks.
- Contractual costs must include description of named contractor, intended scope of work to assist project tasks, and itemized breakdown of contractual costs.

- Equipment is defined as one item \$5,000 or greater.
- Other expenses may include costs for standard operating costs such as rent, utilities, telephone, data lines, technology, etc.
- Indirect Rate must show the calculations of the federally approved rate or 15 percent de minimis of each budget object category within calculation.

PROOF OF AUDIT

Applicants must provide documentation of financial stability by providing proof of a financial audit within 24 months of the announcement of this grant funding opportunity. The audit date is based on the audit period and not the date of the audit or audit letter. In the case an organization is in the process of updating an expired audit, please provide a letter from the applicant organization of commitment to complete financial audit and timeframe for completion. If selected for funding, the organization will be required to provide proof of payment for all expenses.

RESOLUTION OF SUPPORT

A Resolution of Support is required for applications from local units of government.

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COUNTY OF OTTAWA

STATE OF MICHIGAN

RESOLUTION

At a regular meeting of the Board of Commissioners of the County of Ottawa, Michigan, held at the Fillmore Street Complex in the Township of Olive, Michigan on the 10th day of December, 2024 at 9:00 o'clock p.m. local time.

PRESENT: Commissioners: _____

ABSENT: Commissioners: _____

It was moved by Commissioner _____ and supported by Commissioner _____ that the following Resolution be adopted:

WHEREAS, the Parks and Recreation Commission has a signed purchase agreement to purchase a 127-acre expansion of Rosy Mound Natural Areal and

WHEREAS, the Parks and Recreation Commission has embarked on an update of the 1991 Rosy Mound Natural Area Master Plan to review and recommend future uses of the 127-acre expansion area; and

WHEREAS, anticipated public access to the expanded area is limited and not suitable long-term for public access to this sensitive environmental area; and

WHEREAS, the Parks and Recreation Commission is targeting Fiscal Year 2027 to implement a public access improvement project for the expanded; and

I, JUSTIN F. ROEBUCK, Clerk/Register, of the County of Ottawa, Michigan, do hereby certify that the above is a true and correct copy of the Resolution relative to the Agreement with the Michigan Department of Natural Resources, which resolution was adopted by the County of Ottawa at a meeting held December 10, 2024.

Signature

Ottawa County Clerk/Register
Title

December 10, 2024
Date

RESOLUTION DECLARED ADOPTED.

Joe Moss
Chairperson, Ottawa County
Board of Commissioners

Justin F. Roebuck
Ottawa County Clerk/Register

Action Request

Electronic Submission – Request # 419



Ottawa County Parks & Recreation Commission

Committee: Parks Board

Meeting Date: 11/20/2024

Vendor/3rd Party: GRAND HAVEN AREA CONVENTION AND VISITORS BUREAU

Requesting Department: PARKS AND RECREATION

Submitted By: JESSICA VANGINHOVEN

Agenda Item: 11C GRAND HAVEN AREA CONVENTION AND VISITORS BUREAU AGREEMENT TO JOIN ASSESSMENT DISTRICT

Suggested Motion:

To approve and forward on to the Board of Commissioners the agreement to join the Grand Haven Area Convention and Visitors Bureau Assessment District.

Summary of Request:

Staff recommendation: Join the Grand Haven Area Convention & Visitors Bureau Assessment District

Background: MCL - Section 141.885-CONVENTION AND TOURISM MARKETING ACT (383 of 1980) requires a building or combination of buildings under common ownership, operation, or management that contains 10 or more rooms used in the business of providing dwelling, lodging, or sleeping to transient guests, whether or not membership is required for the use of the rooms to join their area assessment district.

The Idema Explorers Camp offers facilities that are below the threshold required to opt-in to the Grand Haven area assessment district (details below), but staff is interested in the marketing services the Grand Haven Area Convention & Visitors Bureau provides to promote the camp on a regional and national level. Owners below a threshold can choose to opt-in to an assessment district, but once they are joined, they are unable to leave the district.

The assessment in Grand Haven is 2%, which is applied to the room charge. This would allow an organization specializing in tourism to promote the camp locally, regionally, and nationally at the expense of the individual utilizing the facility. While Ottawa County Parks & Recreation staff has experience creating marketing campaigns, its focus is generally on the local community. Staff recommend joining the assessment district for additional, specialized marketing support that does not come at a cost to taxpayers. Attached are comparative website, social media, and digital marketing metrics and additional benefits that illustrate the value of the reach of our local assessment district park staff compiled.

Financial Information:

Total Cost: \$0.00

Parks Fund Cost: \$0.00

Included in Budget:

If not included in Budget, recommended funding source:

Action is Related to an Activity Which Is: Non-Mandated

Action is Related to Strategic Plan:

Goal 3: To Maintain and Enhance Communication with Citizens, Employees, and Other Stakeholders.

Objective:

Administration:

Recommended by Parks Director:

Committee/Governing/Advisory Board Approval Date: Public Relations: 08/13/2024 Finance and Policy: 11/12/2024



AGREEMENT TO BE SUBJECT TO P.A. 59

The undersigned, being the owner or manager of a building or combination of buildings, which is within the Grand Haven Area Convention & Visitors Bureau, Inc. assessment district, has less than 10 rooms, and otherwise meets the definition of transient facility, (as that term is defined in Act 59 of the Public Acts of the State of Michigan of 1984) HEREBY AGREES in writing to be subject to the assessment levied by the Grand Haven Area Convention & Area Visitors Bureau, Inc. pursuant to Public Act 59.

The undersigned agrees that his or her building or combination of buildings shall be considered a transient facility for the purpose of Public Act 59.

The undersigned owner and his or her transient facility shall participate in the marketing program for the Grand Haven Area Convention & Area Visitors Bureau, Inc. assessment district and shall remain subject to the assessment unless the assessment is discontinued as provided in section 8 of Act 59.

Date: 11/20/24

Business Name: Ottawa County, acting by and through its Parks & Recreation Commission

Signature: 

Print Name: Jason D. Shamblin; Director

Number of Rooms | Units: 8

Grand Haven Area Convention & Visitors Bureau

Below are comparative website, social media, and digital marketing metrics that illustrate the value of the reach of our local assessment district.

Metric comparison

	OCPRC	GHACVB
Website		
Total Page Views (2023)	704,889*	1,273,726
Website users-US (2023)	n/a – do not track	476,350
Website users-MI (2023)	n/a – do not track	168,542
Website users-International (2022)	n/a – do not track	101,185
Top states interested in travel to GH	n/a – do not track	See below**
Traffic source-organic search	n/a – do not track	335,750
Traffic source-direct	n/a – do not track	107,041
Traffic source-social media	n/a – do not track	6,169
Social Media		
Facebook likes	19,231	72,550
Facebook top posts-reach	20-120,000	63,900-103,700
Facebook top posts-likes/reactions	400-1,100	1,000-8,800
Facebook top posts-comments	50-100	64-347
Instagram followers	4,274	35,410
X followers (formerly Twitter)	n/a	6,454
Youtube-views	8,336	177,490
Pinterest followers	3	1,500
E-marketing		
Monthly e-mail	14,597	18,000
Digital Advertising (external agency)		
Booked impressions (views)	n/a	974,484
Delivered impressions	n/a	1,719,549
Clicks	n/a	10,460

704,889* is an estimate using an average of 58,740/month. OCPRC actual data is 234,963 from June 15, 2023 – Sep 30, 2023 The full year is not able to be reported, due to a change with Google Analytics.

**Top states with visitors interested in travel to Grand Haven Area – GHACVB: Michigan, New York, Illinois, Virginia, Ohio, Indiana, Georgia, Florida, Pennsylvania, Texas

Additional Benefits of an Assessment Payer

- Annual/monthly assessment comparison
- Concierge-style service (phone calls/walk-ins/emails)
- Visitor questions receive response within 24hrs
- Summer weekly occupancy report
- Identify and assess risks that may jeopardize the Grand Haven Area's image and/or brand as a tourism destination. Work with local leaders to resolve current and prospective issues.
- Annual marketing report, third-party audit, and meeting opportunity.
- Lodging listing with images, content, and hot-linked phone, email, and website.
- Participation and support of the Grand Haven Area Destination Marketing Organization initiative fosters continued/future collaboration and advocacy for the travel and tourism industry.
- Content creation/promotion, such as social media and blog posts, where we highlight area businesses and attractions.
- Local, State, National, and International Media Leads (photos, movies, interviews, fact-checking, location scouting, custom-built itineraries, local contacts, etc.).
- Tourism-related legislative oversight

Tourism Marketing Program 2024



GRAND HAVEN AREA CONVENTION & VISITORS BUREAU

OBJECTIVE:

To market the Grand Haven area as a tourism destination with a concentration on the fall, winter and spring seasons.

Grand Haven Area: Grand Haven, Spring Lake, Allendale, Coopersville, West Olive, Ferrysburg

SERVICES:

- The CVB provides travel information to visitors. This information includes details on safe travel options to assessment paying lodging properties as well as all tourism related businesses and attractions. The CVB provides this travel planning information by way of phone, email, web and through the visitors center.
- The CVB marketing plan focuses towards a more balanced year around business by trying to generate interest in the “off-season.”
- The CVB considers marketing cooperatives and alliances with local, regional and statewide tourist organizations.
- The CVB integrates the use of technology to facilitate the growth and accessibility of its assessment payers and that of all tourism related businesses and attractions.
- The CVB works to enhance the quality of life in the Grand Haven area by speaking on behalf of the importance of tourism and cultural entities.
- The CVB informs the public, government officials and media on the economic advantages of the tourism industry; as well as the activities of the CVB on behalf of tourism industry.
- The CVB works as an advocate for tourism and its related businesses.
- The CVB conducts “Familiarization” tours for Travel Michigan, travel writers, photographers, news media and tour groups.
- The CVB supports festivals, tournaments and special events via customer service and publicity.
- The CVB staff works to involve its members in assisting with the direction the marketing goals of the CVB.

THE FUTURE: INCREASE THE BOTTOM LINE FOR AREA TOURISM BUSINESSES

- Assisting individuals with safe travel information about the area
- Increasing off-season activity
- Use the CVB website to promote area year-around destination; focusing on the businesses and overall destination appeal
- Market travel getaways to magazines, newspapers and niche markets
- Promote activities that are not weather dependent
- Develop community awareness of the CVB and the economic impact of tourism. Keeping local policy makers informed.
- Product development: 1) Grand Haven Area Community Walking Tour Art Map. Donating time and resources to develop and establish a map to promote all the unique public art pieces located within the community. Create a digital and print product. Work with the City of Grand Haven to assist in moving the project forward. 2) Spring Lake Area Community Walking Tour Map. Donating time and resources to develop and establish a map to promote all the unique public art pieces located within the community. Create a digital and print product. Work with the Village of Spring Lake to assist in moving the project forward. 3) Grand Haven Lighthouse Conservancy. Donating time and resources to promote the historic restoration of these iconic structures. Working together with the board to develop plans to open lights to the public with a gift shop. Financially supporting/Partnering on advertisement and providing creative services for advertisements and marketing fundraising efforts.
- Promote our destination to the national media in effort to capture the visitors interest and generate new business
- Expand the horizons of tourism marketing
- Target marketing
- Work toward higher occupancy for assessment payers on a year around basis
- Work with area CVB's on cooperative marketing
- Working with local industry during off-season
- Marketing as a small convention/meeting destination
- Encourage tourism related businesses to offer packages that utilize the areas attractions

CORE PERFORMANCE AREAS WITH STRATEGIC PRIORITIES:

Marketing

1. Raise awareness and recognition of the Grand Haven area as a desirable travel destination.
2. Target the customers in the key geographic markets: In-State (Detroit, Lansing, Ann Arbor) Out-of-State (Illinois, Indianapolis, Ohio).
3. Promote the Grand Haven area as a year-around destination.
4. Develop marketing themes where the Grand Haven area has a distinct competitive advantage: beaches, water, maritime heritage, historic downtown shopping, unique festivals/events, u-picks and farm markets.
5. Develop and maintain cooperative marketing relationships with Beachtowns, Lakeshore CVBs, and Travel Michigan/Pure Michigan.

Visitor Information Services

1. Optimize the use of quality customer service and the travel inquiry fulfillment system.
2. Optimize the use of the travel information.
3. Enhance the integration of technology solutions.
4. Develop high customer service standards and training oriented toward the visitor.
5. Maintain a welcoming and informative Visitors Center to meet the diverse needs of the visitor and the communities of the Grand Haven area.

Tourism Outreach

1. Expand communications to media relating to the Grand Haven area news.
2. Meet with area lodging owners/managers at least twice a year.
3. Maintain communication with downtown businesses by way of Grand Haven Downtown Development Authority.
4. Travel Technology - optimize our system to provide up-to-date travel information online.
5. As a member of MACVB, GHACVB, stays informed on public policy making issues as it relates to the travel and tourism industry; thus, keeping our local community informed as needed.

PUBLICATIONS

- Visitors Guide
- Calendar of Events
- District-wide Tear Off Map
- Grand Haven Area Community Walking Tour Art Map
- Spring Lake Area Community Walking Tour Art Map

PRIMARY WEBSITE PAGES

- Home
- Events
- Things To Do
- Area Lodging - Assessment Payers
- Top 10 List
- Attractions
- Beaches
- Food and Drink
- Lodging Deals
- Outdoor Activities
- Shopping

CVB ADVERTISING & PROMOTIONAL EFFORTS

The Visitors Guide for Grand Haven Area

- 50,000 printed annually in February
- Online version available
- Main tourism fulfillment piece for GHACVB
- 46 pages of travel information complete with lodging, attractions, restaurants, events, maps, and campgrounds

Fall / Winter / Spring

- Establish a promotional campaign to drive interest in the shoulder/off-season
- Use all forms of marketing and promotion to help balance visitor traffic

Online Marketing Campaign

- Target markets
- Specific travel/visitor-based sites
- Graphic driven ads
- Digital Advertising
- Strong social media presence

ASSESSMENT PAYERS PROMOTIONAL OPPORTUNITIES

- Free listing of assessment payer information in the accommodations section of website & visitors guide
- Free assessment payer link to lodging home page
- Free CVB lodging report of availability of rooms during special events and weekends
- Free listing of lodging packages & promotions

Group & Association

- Meetings/Corporate Retreats
- Reunions/Family Gatherings
- Weddings
- FAM/Travel Writers
- Traveling Sports

Print Advertising

- Michigan Travel Ideas (Official MI Travel Guide)
- AAA Travel Guide
- Crossings/Canadian Market
- WMTA - Carefree Guide/Lighthouse Map
- Michigan Trails

Digital Advertising

- Work with marketing firm to determine best approach for our destination based on data, markets and messaging.
- Build brand messaging for 2024 with strong destination images that align with our appeal.

2019

OTTAWA COUNTY MICHIGAN

BOARD OF COUNTY ROAD COMMISSIONERS

OTTAWA COUNTY ROAD COMMISSION
14110 Lakeshore Drive, Post Office Box 739 Grand Haven Michigan 49417
1-616-842-5400 1-616-850-7237 Fax
www.ottawacounty.com

In Case of EMERGENCY Call 911



- Interstate Route
- Federal Route
- State Route
- Intercounty Route
- Round-About
- Primary Paved Roads
- Local Paved Roads
- Local Gravel Roads
- Local Unimproved Roads
- Township Boundaries
- Maintained by Border City
- Golf Course
- Public Launching Site
- Airports
- State and County Parks
- Muskawema Trail
- Fred Meijer Trail
- Reef Area



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House Numbers