

The Channel

www.shorelinecity.com



S U M M E R 2 0 0 8

City Commission

Mayor
Stephen J. Warmington

Vice Mayor
Commissioner At Large
Stephen J. Gawron

Commissioner At Large
Sue Wierengo

Commissioner Ward I
Chris Carter

Commissioner Ward II
Clara Shepherd

Commissioner Ward III
Lawrence O. Spataro

Commissioner Ward IV
Steven Wisneski

City Manager
Bryon L. Mazade

City of Muskegon
P.O. Box 536
933 Terrace Street
Muskegon, MI 49443
231-724-6705
Ann Marie Becker,
MMC
Newsletter Editor

New Michigan Child Restraint Law

Governor Jennifer M. Granholm has signed legislation that will require the use of approved booster seats for children who are both under eight years old and less than four feet nine inches tall. Current law requires children under age four to ride in a car seat. The new law extends the requirement to include older children who are also not optimally protected by seat belts alone.

The new law took effect **July 1, 2008** and will be a primary enforcement law. This type of law allows officers to stop a driver for that violation alone and issue a ticket for each improperly restrained child. Violators will face a fine of up to \$65.

Proper restraint use is critical since motor vehicle crashes are the leading cause of death for Michigan children. Research has shown that the risk of injury for children ages 4—8 is reduced by 59 percent when using a booster seat versus a seat belt alone. Seat belts are designed for adults and don't fit children correctly. Children in seat belts are four times more likely to suffer head/brain injury as compared to those in booster seats.

Michigan joins 43 other states by adopting an expanded child passenger safety law. States that have passed similar laws have seen child restraint use increase dramatically. For more information, go to www.michigansafekids.org.



Cable Customer Complaints

Customers who have a complaint regarding their local cable company should first attempt to resolve the complaint by directly contacting their video/cable company. However, if customers are not able to resolve their complaints with the company, they may contact the Michigan Public Service Commission at telephone number (866)552-7725, fax number (517)241-2400, by website at www.michigan.gov/mpsc, or by mail at:

Michigan Public Service Commission
Attn: Video Franchising
6545 Mercantile Way
Lansing, MI 48909

CITY OF MUSKEGON OUTSTANDING CITIZENSHIP AWARD

Purpose:

The City of Muskegon and the Muskegon Rotary are proud to recognize the outstanding citizens in the Muskegon community. This award is indicative of the belief that the future of Muskegon is dependent on the character and civic participation of its community members.

Nomination Qualifications:

1. Contributions to family, school, and the community, or to the arts, environment, education, health or human services through volunteer efforts;
2. Specific behavior or actions which put others first, including exemplary acts in coming to the assistance of those in need; and/or
3. Overcoming the odds, moving beyond specific hardships or family or societal difficulties to enhance the quality of life for others.

Awards Criteria:

1. Completed Application.
2. Essay (1000 words or less typed) including the following:
 - a. How does this nominee exemplify outstanding public service to the City of Muskegon and its citizens?
 - b. Why do you believe that this nominee deserves credit over other possible nominees?
3. List three adjectives that describe your nominee.
4. Letter(s) of support from an individual with knowledge of the individual's contribution.



Please forward any submissions or questions to the City Clerk at ann.becker@postman.org, 231-724-6705, City of Muskegon, PO Box 536, Muskegon, MI 49443.

City Marina

By Sue Wierengo, City Commissioner

Kevin Santos has been with the City of Muskegon for 11 years, six years with the Marina. He works part-time during the off season and is an equipment operator for the City of Norton Shores during the winter driving plows and salt trucks.

Kevin oversees the management of the Hartshorn Marina including supervision of seven employees. The marina has a main basin and small basin, 216 boat slips, and four launch ramps. There is a hoist for transferring the disabled to boats at Fisherman's Landing and an additional hoist will soon be added to the Marina. The Marina is open from 8:00 a.m. to 6:00 p.m. everyday and 8:00 a.m. - 8:00 p.m. on weekends. The Marina also oversees the placement of buoys for designated swim areas in Lake Michigan and Muskegon Lake. In addition, Kevin aids in the maintenance of the bike path located near the marina and enjoys the interaction with the public and has a goal to make the marina self-sustaining.

Cont'd Page 5

Muskegon On The Move

June 13 was a momentous day in Muskegon. The Richard Hunt sculpture, "Muskegon, Together Rising" was erected in the center of downtown. The sculpture heralds a new era for downtown Muskegon. As we "rise



together", one can view many new additions to downtown, including the new Hines Building on the NE corner and the Sidock building on the SE corner of Third and Western. Baker College of Muskegon announced its new \$11 million investment on the NE corner of Third and Clay- The Culinary Institute of Michigan. Construction on the Institute has already begun. Included with the Culinary Arts School will be Courses (a fine dining restaurant) and The Sweet Spot (a coffee and bakery shop). Meanwhile, The Muskegon Athletic Club (the MAC), has been announced to locate in the former National City building on the SE corner of Western and Second. The MAC will be a sports-themed restaurant and bar, specializing in macaroni and cheese dishes. The announcement was made by local developer, Gary Post, to place a "market" in the former Daniel's building, offering items from fruits/vegetables to meats, fish and wine. The First Savings

Bank building is under renovation.

Residential development plans continue in the downtown area. These include Vida Nova, on Edison Landing; Renaissance Place (on Clay Avenue- apartments for seniors); HighPoint Flats (formerly the Comerica Building) which will include condominiums, office, retail and additional development on the adjacent two lots to the east; and Heritage Square, a live-work condominium project to be located on Clay Avenue between First and Second Streets. The County of Muskegon continues planning for the development of a new parking facility on Third and Morris Streets, which will also house the terminal for the Muskegon Area Transit System. This will help supply much needed parking for the new developments taking place.

Exciting new plans were recently announced by the



WaterMark. The developers of the WaterMark Center condos are partnering with a New York film company to create WaterMark Studios, a multi-million-dollar production studio. The timing is perfect for this, as

Michigan is taking an aggressive role in luring film production to the State. In addition, WaterMark 920, a banquet and conference facility should be completed this summer.

Cont'd Page 6

City Meeting Schedules

Citizen's Police Review Board	1st Monday of month @ 6:30 PM
City Commission Meeting	2nd & 4th Tuesdays @ 5:30 PM
Citizen's District Council	1st Tuesday of month @ 5:30 PM
Civil service Commission	1st Wednesday of month @ 4:00 PM
City Commission Work Session	Monday preceding the 2nd Tuesday @ 5:30 PM
Community Relations Committee	1st Monday of month @ 5:30 PM
Downtown Development Authority	3rd Tuesday of month @ 4:00 PM
Equal Employment Opportunity	4th Monday of month @ 5:15 PM
Historic District Commission	1st Tuesday of month @ 4:00 PM
Housing Board of Appeals	1st Thursday of month @ 5:30 PM
Land Reutilization Committee	4th Tuesday of month @ 4:00 PM
Legislative Policy Committee	4th Wed of Jan, April, July, Oct @ 5:30 PM
Leisure Services Board	3rd Monday of month @ 5:30 PM
Planning Commission	Thursday following the 2nd Tuesday @ 4:00 PM
Public Relations Committee	2nd Tuesday @ 4:00 PM
Zoning Board of Appeals	2nd Tuesday @ 4:00 PM



By Duane Barnes, Public Relations Committee



If you get down to our nationally recognized “Clean Beach” at Pere Marquette you will see the pride and work of our City’s Parks Department. If you travel Seaway Drive and notice the green areas, you will see that same work and pride of our Parks Department. They care for all of the parks and more. “If it’s green and grows, it’s the Parks Department.” They have a job that no one notices when it’s done right and it is done right.

I had the opportunity to talk with Bernadette Young, Parks Supervisor, and I quickly understood how it gets done. The Department is a team that is small most of the year and grows seven times in the summer working 6am to 11pm seven days a week including holidays. They pride themselves on keeping a beautiful community. With most activities in the parks scheduled in the evening or on the weekend, they are working to make sure it is ready for those activities and they are present to close up after the events are completed. The crew works with private parties, special events, and have developed cooperative arrangements with groups for ongoing events. It isn’t just the Party in the Park, Shoreline Spectacular, and Taste of Muskegon. Its also includes Neighborhood Association events, Volunteer Muskegon, and many others events in McGraft, Marsh, and Bukema parks. They have special agreements with schools, Little League, and many others for the care and sharing of facilities.

The Parks department uses advanced technology in many ways. The use of mobile phones help speed the response to unexpected problems and residents can call 724-4100 with questions. Another good example of the use of new technology is the new electric carts. Before fuel prices rose sharply, the Parks Department was already investigating new vehicles for the department. They are testing a new vehicle, with good results, that is electric powered. The carts are electric plug-ins saving the City a considerable amount of money in fuel costs. They also have no emission so they are “green”. Best of all they are doing the job the people need. As other vehicles need replacing the electric power ones will be phased into service.

The Parks Department is taking advantage of the internet to search for better prices on equipment and supplies to improve their productivity. They continue to use those resources available to improve how they work.

Just as in any organization, they are looking for good people for long-term careers. If this interests you or someone you know, consider a seasonal job with the Parks Department or Department of Public Works. For those in school, check to see if “Job Shadowing” arrangements are available, and look into added training programs such as those at the college level.



Some might not know that the Parks Department is responsible for the removal of graffiti. Please call the Parks Department at 724-4100 to report graffiti.

The Parks Department teams up to keep Muskegon greener, neater, and a nice place to live and work.

Muskegon is the place to be!

The Marina operation was recently moved from the Leisure Services Department to the Department of Public Works. Kevin is pleased with the change and has high praise for his supervisors, Kelly De French and Bob Kuhn.

Kevin has recruited high school students and offers job shadowing. Students are given the opportunity to learn how to operate boats, perform maintenance tasks such as replacing chains on buoys, and maintaining pier lights at Pere Marquette Park.

Cost for a marina slip is less than most marinas and offers convenient access to the downtown and the bike path.



MUSKEGON FESTIVALS ON THE RISE

By Debra Brown-Hendrickson, Public Relations Committee

It's summer in the City along the lake and that means festivals from Memorial Day until September 15th. According to Tony Kleibecker, Muskegon's Public Safety Director, his department has four pages of special assignments to cover over the next 3 months. Eighty-four sworn officers will have 2200 hours of overtime working downtown events. Add all this to a typical increase of 30-35% in police calls due to the summertime and it creates exhaustion. Traditionally summer is vacation time, family time, and fun time, but not necessarily for the guys and gals in uniform. It begins with volunteering for overtime on top of the daily 8 hour shift—bringing the workday up to 13 hours. If volunteers are not available to cover the needed shifts, it becomes mandatory and a police officer will be scheduled.

Festival work is “hands on” or should we say “feet on”. Downtown police are on foot patrolling constantly from early morning until the last folks leave the festival venue. Anytime there are large crowds, heat, and alcohol there is potential for a reaction. Chief Kleibecker highly commends both his department and the crowds that attend. “People are very self policing, they take care of their friends. If someone has had a little too much alcohol a lot of times they are removed or dealt with by the people they came with; the officers just ask and help is given. People understand that if it gets bad during a large event, then it's over and most people want the events to continue year after year.”

One issue the department deals with is underage drinking. If a youth is drinking, they are removed to an area near the gate, ticketed and calls to parents are made. Chief Kleibecker stresses that the officers handle this very well, stating that “they come up with situations and solutions that the planning groups have not even thought of.” Individual officers have a great degree of flexibility throughout the festivals with radio contact to move through crowds to “put out hot spots”. If lines become bogged down, people get a little huffy. Officers move in and keep areas clear and trouble free.

For the first time in many years Muskegon and Webster Avenues are two way streets. The city no longer has the capability of “stacking traffic” on one way streets. The Department of Public works will be barricading and controlling traffic lights to get everyone in and out safely. John Dumouchel with the Department of Public Works describes some of the multitude of tasks necessary before each event: “Every vendor, carnival areas, and stages are supplied with water and sewage by a “tree system” all of which is tested by the Muskegon County Health Department. Street barricading and closings are set up along with appropriate signs by the Department of Public Works”. All activities are planned for by the City for months in advance. The individual event organizers work with the City and are responsible for paying the overtime salaries of the city employees.

Festivals are fun and wonderful exposure for the City of Muskegon. The number of festivals has continued to grow each summer. Several of the individual festivals have markedly increased in size, doubling and tripling from their original areas. Huge numbers of volunteers work along with city employees to make every aspect come out just right. Chief Kleibecker says, “Vendors, carnival workers and the stage acts look forward to coming to Muskegon for each festival. Our town is tops in their travels; Muskegon does a great job at welcoming visitors.”

Cont'd from Page 3

The Edison Landing site is in the process of having improvements made, including bringing fill into the site, leveling the ground and seeding it. It is anticipated that Viridian Place construction will begin in the near future.



Retail in the downtown is looking up, as well. The Cheese Lady will be moving to a nearby location on Terrace Street (close to the new Fire Station), along with Earthly Kneads Bakery. Another retail establishment will be moving into her current space. New restaurants include Taqueria Aguilar (a Mexican Restaurant), and Mia & Grace Bistro & Bakery (soon to open) on Third Street and Carmen's (now re-opened at the corner of Clay and Jefferson).

Betten Automotive is expanding in Muskegon, making it one of the largest automobile dealerships in West Michigan. Construction of the new facilities is planned for later in 2008.

The City staff continues to work with our industries. Several Muskegon businesses are expanding or expected to expand in the future. We also welcome new opportunities for industry to our area. We work closely with Muskegon Area First and the Michigan Economic Development Corporation in these efforts.

The Muskegon Events Committee is continuing to plan for upcoming events in Muskegon. The Car Cruise takes place every Thursday night along Western Avenue between Third and Fifth Streets downtown, from 5-8 p.m. (except during the major festivals). The AAU Volleyball Tournament will be held June 28-29, a Kite-Boarding Festival will take place October 3-5, and the Beach Catamaran Regatta will be August 2-3. Our committee encourages anyone associated with an event that needs a location to host it, to contact us (Cathy Brubaker-Clarke, 231-724-6702). Of course, in addition to these events, Parties-in-the-Park will take place during the summer on Fridays in Hackley Park. Other events and festivals will take place throughout the spring, summer and fall.

We hope to include everyone in the excitement of events, parties and reconstruction for the summer and fall of 2008!

**C
o
n
t
a
c
t
s**

City Telephone Numbers

Affirmative Action.....	724-6703
Assessor.....	724-6708
Cemetery.....	724-6783
Civil Service.....	724-6716
City Clerk.....	724-6705
City Manager.....	724-6724
Community & Neighborhood Services.....	724-6717
Engineering.....	724-6707
Finance.....	724-6713
Fire.....	724-6792
Income Tax.....	724-6770
Inspections.....	724-6715
Leisure Services.....	724-6704
Mayor & City Commission.....	724-6701
Planning & Economic Development.....	724-6702
Police.....	724-6750
Public Works.....	724-4100
Treasurer.....	724-6720
Water/Sewer Billing.....	724-6718