



City of Fenton

301 South Leroy Street · Fenton, Michigan 48430-2196 • (810) 629-2261 • FAX (810) 629-2004

COUNCIL WORK SESSION AGENDA

Monday, August 6, 2012
City Hall Conference Room
301 South Leroy Street
7:30 PM

1. Call to Order.
2. Roll Call.
3. Citizen Comments: Request by citizens to speak on specific agenda items.
4. Presentation by MediLodge for a proposed development in the Pine Creek North Planned Unit of Development (PUD).
5. Discussion on the public relations plan for the Downtown Streetscape Project.
6. Discussion on directional signage for churches in the City of Fenton.
7. Discussion on the proposed ordinance regarding the keeping of chickens in the City of Fenton.
8. Discussion on a proposed moratorium in the City of Fenton for residential ice rinks.
8. Discussion on a request for grant funds through the Fenton Area Cable Television Consortium.
9. Discussion on the Deputy Clerk's position in the City of Fenton.
10. Discussion on the MML Natural Gas Purchasing Program.
11. Council Member Comments.
12. Call to the Audience.
13. Adjournment.

IF ACCOMMODATIONS ARE NEEDED DUE TO A DISABILITY, PLEASE CONTACT THE CITY CLERK'S OFFICE.



City of Fenton

301 South Leroy Street · Fenton, Michigan 48430-2196 • (810) 629-2261 • FAX (810) 629-2004

Date: August 3, 2012
To: Lynn Markland, City Manager
From: N. Bradley Hissong, Zoning/Building Administrator

Dear Council Members,

Over the past few months we have had discussions with representatives from Medi Lodge, a company specializing in skilled nursing for the aged. They have proposed acquiring a portion of the Pine Creek North PUD for development of a nursing home specializing in rehabilitative services. This facility would be located on the townhouse portion of the site closest to the Eddy Lake road entrance. Future plans also include the potential development of additional townhouse units for seniors next to the existing units.

To move forward, the Preliminary PUD Plan will have to be amended and require both Planning Commission and City Council approval. They are before you at the work session to present their plans and obtain informal feedback prior to making a formal submission.

I look forward to discussing this with you further at the August 6th meeting.



FRONT ENTRY VIEW

AVON WELLNESS CENTER

 412 S. Washington Street Suite 100
Riverside, CA 92507-3804
Phone: (951) 355-2501
Fax: (951) 355-2507
info@jwdesign.com
www.jwdesign.com



TYPICAL WING ENTRY VIEW

AVON WELLNESS CENTER

 412 S. Washington Street Suite 100
Royal Oak, MI 48067-3824
Phone: (248) 325-2231
Fax: (248) 325-2107
info@jwdesign.com
www.jwdesign.com



EXTERIOR VIEW OF MAIN ENTRY

MEDILODGE OF NOVI

 412 S. Washington Street Suite 100
Royal Oak, MI 48067-3824
Phone: (248) 234-2099
Fax: (248) 234-2107
info@jwdesign.com
www.jwdesign.com



EXTERIOR AERIAL VIEW

MEDILODGE OF NOVI

 112 S. Washington Street Suite 100
Royal Oak, MI 48067-3124
Phone: (248) 330-2541
Fax: (248) 330-2107
info@jwdesign.com
www.jwdesign.com



ENTRY VIEW

MEDILODGE OF ROMEO

 412 S. Washington Street Suite 100
Royal Oak, MI 48067-2821
Phone: (248) 338-2501
Fax: (248) 338-2107
Web: www.jwdesign.com
www.jwdesign.com

**FENTON CITY COUNCIL
MEMORANDUM**



THE CITY OF
FENTON

DATE: August 3, 2012
TO: Lynn H. Markland, City Manager *[Signature]*
FROM: Michael T. Burns, Assistant City Manager *MS*
RE: Streetscape Public Relations Plan

This past February, the DDA presented a Public Relations Plan for the 2013 Downtown Streetscape Project. At that time, the City Council had concerns about the costs of the plan and we were asked to reduce the costs. Due to our budget situation and all of the projects the DDA is currently involved in; the DDA reduced their budget for this plan from \$126,000 to \$50,000. This was the amount that was approved by City Council and is accounted for in the DDA Streetscape line item.

I have asked New Moon Visions to revise the plan for the budgeted amount listed which they have presented to me. I plan on taking this to them at their August meeting but I am asking for City Council's feedback before sending this to them.

New Moon Visions has submitted a proposal for the entire project that will entail the following costs throughout both Fiscal Year 13 and Fiscal Year 14:

- \$ 30,400 for New Moon's Services (\$19,550 is for FY 13 and \$10,850 for FY 14)
- \$ 19,500 for the Media Buys (\$11,000 for FY 13 and \$8,500 for FY 14)
- Total cost over both Fiscal Cycles is \$49,900

I have submitted both the proposal from February 2012 and the current proposal to show how much has been reduced from the overall plan.

I am recommending that the proposal is approved as presented.

Fenton DDA Streetscape Marketing & PR Campaign - Service Plan and Hard Costs

Presented by New Moon Visions, Aug 2, 2012

New Moon submits this proposal of services to specifically prepare and promote business during construction and assist with communications with both Fenton's merchants, and the community before, during and after the Streetscape project. Sharman Lamka will be the point person for New Moon with support of the entire staff. This project differs from the existing marketing work that we provide for Fenton, in that the current marketing plan covers a multitude of services with the primary focus of creating brand awareness to the community and beyond to what Fenton has to offer. Quite often New Moon has spent more hours at no additional cost to Fenton. The streetscape project work is over and above the scope of services provided currently. The approved general marketing plan covers monthly FentonBeCloser.com website directory updates; the Fenton Focus online magazine which promotes individual merchant stories and events; the ongoing social media management for Facebook.com/FentonMichigan and Twitter.com/DowntownFenton, posting merchant promotions and community events on FentonBeCloser calendar and social media; marketing strategy for the brand message, creation and production of ads for print; facilitation of merchant workshop; development of merchant eNews; 24 press releases and tracking of news coverage highlighting merchants, event and DDA initiatives; creative and handling media buys for signature event- Jingle Fest; benchmarking; 12 meetings- (one rep per meeting); merchant outreach, communications, project coordination; updates and preparation of art for entertainment guide/map and promo items, and coordination of ArtWalk and Silver Lining Rewards.

Pre-Construction

Oct. 2012 - Mar. 2013

Schedule	Hours	Description
Jan. of 2013	0	Merchant Meeting: Merchant meeting held at the same time as Administrative meeting, handled by Mike Burns and Dan Czarnecki to inform merchants of changes to construction plans, timelines, campaign information etc., and to allow a forum for discussion, questions and concerns. Mike Burns will provide detailed written information to New Moon Visions, as they will not be present.
Jan. of 2013	2	Administrative Meeting and Communication: A New Moon Visions representative will attend one meeting with engineering, construction and a City DDA representative to engage, stay informed, and ask questions, in order to communicate effectively as an ambassador through internal and external PR regarding the project. Mike Burns will keep the marketing firm up to date with detailed written information from meetings that they are not present.
October. of 2012	0	Merchant Survey: Mike Burns and Dan Czarnecki will conduct the survey to ascertain any specific issues relevant to project prior to construction and provide any necessary information to New Moon Visions.
Mar. of 2013	0	Communications Network: Utilize existing community eNews list to share construction information.
Dec. of 2012	2	Press Release: New Moon will write and distribute 1st press release regarding the upcoming streetscape project and campaign based on information collected from Mike Burns.

Feb. of 2013	0.5	Press Release: New Moon will distribute 2nd press release written by Mike Burns to media contacts regarding the upcoming streetscape project	
Mar. of 2013	0.5	Press Release: New Moon will distribute 3rd press release written by Mike Burns to media contacts regarding the upcoming streetscape project	
Oct. of 2012 – Dec. of 2012	35	Streetscape Ad Campaign Development: Develop a campaign for the streetscape complete with logo, Ad theme and a PR and media plan. In order to be cost effective, time efficient and the most productive, New Moon will create design, develop a strategy, and report to one point of contact, Mike Burns for approval.	
Jan. of 2013	7	Web Presence: A dedicated page on the FentonBeCloser.com site will be developed for up-to-date streetscape information. An informational streetscape construction only Facebook page will be developed. Questions will be referred to the City of Fenton website	
Oct of 2012 – Jan. of 2013	20	Development of Marketing Pieces: Marketing pieces, such as a map including detours, construction schedules and business information will be developed to distribute to the public throughout the campaign. Have printed for availability at Public Meeting in Feb. 2013	
Jan of 2013 – Feb. of 2013	12	Tool Kit: In addition to meetings and online communications, a handy printed information guide will be developed and filled with tools to assist merchants throughout the construction process. Detailed information shall be provided by Mike Burns to New Moon to include in kit. New Moon will create and produce print-ready art for the kit that will include contact lists, project facts and FAQs, parking, loading and deliveries, scheduled meetings, and marketing pieces to hand out ie. map of detours and construction schedules. Information for any event during construction will be referred to FentonBeCloser.com website and facebook.com/Fenton. It is recommended for all organizations coordinating events Downtown to provide Mike Burns with event plans well in advance. These will be turned over to New Moon to be included and promoted on FentonBeCloser.com.	
Oct of 2012 – Jan. of 2013	8	Signage Plan: New Moon will develop a plan for "Pardon Our Dust" type signage during construction. These signs are separate from standard construction detour signs. Signs should mark "Accessible Walkway", "Enter Here", "Open for Business During Construction" and Thank You for Your Patience". New Moon will create design to provide consistent streetscape theme.	
Feb. of 2013	0	Public Streetscape Introduction Meeting: A public meeting will be held by Mike Burns and Dan Czarnecki to inform residents of the project and campaign, along with tips for detours, timeline information, etc. Residents in neighborhood surrounding the project area should be specifically targeted. Mike Burns will inform New Moon of any feedback and new information as they will not be present.	
Pre Construction Totals Oct. of 2012 – Mar. of 2013 (Budget Year: 2013)	Hours 87 \$8,700	Hard Costs Related to Above Services Estimated Printing of Marketing Pieces & Merchant Tool Kit, Signs \$5,000	Budget \$13,700

**Construction April 2013
through September 2013**

Schedule	Hours	Description
Apr. of 2013 – Sept. of 2013	0	Merchant Meetings: Merchant meetings held at the same time as Administrative progress meetings, will be handled by Mike Burns and Dan Czarnecki to inform merchants of changes to construction plans, timelines, campaign information etc., and to allow a forum for discussion, questions and concerns. Mike Burns will provide detailed written information to New Moon Visions, as they will not be present.
Apr. of 2013 – Sept. of 2013	0	Administrative Progress Meetings: Meetings held by Mike Burns and Dan Czarnecki with engineering, construction and a City DDA representative. Mike Burns will keep the marketing firm up to date with detailed written information from meetings as they will not be present.
Apr. of 2013 – Sept. of 2013	20	Merchant Consultations: New Moon to provide marketing consultation to individual merchants on a case by case basis, to brainstorm and assist addressing construction issues pertaining to the affect on their flow of business. New Moon will also problem solve as challenges arise regarding access to individual businesses during construction.
Apr. of 2013 – Sept. of 2013	0	Weekly Coffee Hours: Once a week City DDA staff representative will be available to answer questions and address concerns in a visible and accessible place during regular hours. An example might be every Monday at the French Laundry's café between 8 and 10 am.
Apr. of 2013 – Sept. of 2013	0	Streetscape Customer Service: City Hall acts as customer service point for all questions and concerns throughout project. Dedicated email address should be created by CityofFenton.org webmaster for inquiries and forwarded to the appropriate representative, Mike Burns.
Apr. of 2013 – Sept. of 2013	27	Monthly eNews Updates: All who are interested in streetscape information including community and merchants, will receive an Enews blast once a month, plus redistributed communication updates provided by Mike Burns 2 or 3 times per month
Apr. of 2013 – Sept. of 2013	120	Streetscape Campaign Maintenance: New Moon to provide: <ul style="list-style-type: none"> • Admin./implementation of marketing plan, coordinating buys- 40 hrs • Appoximately 8 press releases- 12 hrs • Updating the dedicated Streetscape page on website- 26 hrs • Social media maintenance pertaining to Streetscape- 12 hrs • Door to door distribution and explanation of Tool Kit and marketing materials to merchants- 30 hrs
Apr. of 2013 – Sept. of 2013	0	Implementation of Signage: As construction progresses, the maintenance and changing of "Pardon Our Dust" type signage will be handled by City staff.
Jun. of 2013	0	Community Outreach: City Staff to organize family tour of construction project, with ice cream social
Apr. of 2013 – Sept. of 2013	50	Construction Themed Retail Events: New Moon to develop, organize and coordinate two new events to encourage shopping and dining in construction zone during particular times. ie. Expanding on Farmers Market days. Includes coordinating with Merchants to participate.

Construction Totals			
Schedule	Hours	Hard Costs Related to Above Services	Budget
Apr. of 2013 – Sept. of 2013	217	Media buys, Print	
	\$21,700	\$12,000	\$33,700
(Totals per Budget Year)	\$10,850/yr	\$6000/yr	

Post-Construction			
October 2013			
Schedule	Hours	Hard Costs Related to Above Services	Budget
Oct. of 2013	0	Wrap-up Merchant Meeting: A final merchant meeting is held by Mike Burns and Dan Czarnecki to field final questions, hear a summary of the construction	
Post-Construction Totals	Hours	Hard Costs	Budget
Oct-13	0	Media buys, Print	
(Budget Year: 2014)		\$2,500	\$2,500

Grand Totals by Phase			
Schedule	Hours	Hard Costs Related to Above Services	Budget
Pre-Construction	87	Estimated Printing of Marketing Pieces & Merchant Tool Kit, Signs	
Oct. of 2012 – Mar. of 2013		\$5,000	\$13,700
	\$8,700		
Construction	217	Media buys, Print	
Apr. of 2013 – Sept. of 2013		\$12,000	\$33,700
	\$21,700		
Post-Construction	0	Media buys, Print	
October 2013		\$2,500	\$2,500
			\$49,900

Grand Totals by Budget Year			
Schedule	Hours	Hard Costs Related to Above Services	Budget
(Budget Year: 2013)	\$19,550	\$11,000	\$30,550
(Budget Year: 2014)	\$10,850	\$8,500	\$19,350
			\$49,900



Fenton DDA Streetscape Marketing & PR Campaign Marketing Service Plan

Presented by New Moon Visions
January 2012

Pre-Construction

March 2012-March 2013

- March 2012 - March 2013
24 hrs
Quarterly Merchant Meetings: Quarterly merchant meetings to keep merchants informed of changes to construction plans, timelines, campaign information, etc., and to allow a forum for discussion, questions and concerns.
- March 2012 - March 2013
24 hrs
Monthly Administrative Meetings: A marketing, engineering, construction and DDA representative will meet monthly to stay up-to-date on the project.
- April 2012 - May 2012
60 hrs
Merchant Survey: A door-to-door merchant survey will be conducted with a marketing and engineering representative present. This survey will allow each merchant to make sure the needs of his/her business is considered during both the construction and campaign. Special needs may include public access, water access, parking, signage, etc.
- April 2012 - March 2013
15 hrs
Communications Network Development: Reach out to the merchants and public who would like to stay up-to-date on streetscape project info. Gather email addresses, consider development of dedicated social media network. Build these networks with preliminary information and development of eNews templates.
- May 2012 - March 2013
12 hrs
Press Releases: Development and distribution of press releases regarding the upcoming streetscape project and campaign.
- May 2012 - June 2012
30 hrs
Identify Community Partners: A marketing and DDA representative will meet with community partners who may be impacted or are likely to support the project. The goal of these partnerships will be to broaden our communications network, create positive energy about the project throughout the community and generate support for patronizing downtown merchants throughout the project.
- July 2012 - Sept 2012
50 hrs
Campaign Brand Development: Develop a brand for the streetscape campaign complete with logo, advertising themes and a PR and advertising plan for this brand
- Oct 2012
15 hrs
Web Presence: A dedicated page on the FentonBeCloser.com site will be developed for up-to-date streetscape information.
- Oct 2012
20 hrs
Development of Marketing Pieces: Marketing pieces, such as a map including detours, construction schedules and business information will be developed to distribute to the public throughout the campaign.

- April 2013 - Sept 2013
25 hrs **Implementation of Signage:** As construction progresses, the maintenance and changing of signage will be necessary.
- April 2013 - June 2013
30 hrs **Schools Outreach:** Develop and implement a program to engage students in the project, such as a public student art display or construction tour day.
- June 2013
40 hrs **Mid-Point Check-in:** Marketing and engineering representatives make door-to-door visits with merchants to update them on progress, field questions and address concerns.
- June 2013
25 hrs **Construction Themed Retail Event:** An event is organized to encourage shopping and dining in construction zone during a particular week, day or recurring day.
- Sept 2013
10 hrs **Merchant Outreach:** Customer service and consultations door to door
- Sept 2013
50 hrs **Contingency Fund:** Miscellaneous unforeseen circumstances

Construction Total
Total Hours: 466 (\$46,600)

Post-Construction
October 2013

- Oct 2013
5 hrs **Wrap-up Merchant Meeting:** A final merchant meeting is held to field final questions, hear a summary of the construction
- Oct 2013
8 hrs **Wrap-up Merchant Survey:** An online survey is created and sent to merchants to measure feedback on the streetscape project, responsiveness to concerns, impact to businesses etc.
- Oct 2013
15 hrs **Public Relations Push:** A renewed push of the Be Closer brand campaign celebrating the new streetscape is implemented to garner attention.
- Oct 2013
30 hrs **Streetscape Completion Celebration:** Streetscape celebration serves as ribbon cutting ceremony, press conference, thank-you to partners and merchants, and community celebration downtown.
- Oct 2013
6 hrs **Contingency Fund:** Miscellaneous unforeseen circumstances

Post-Construction Totals
Hours 64 (\$6,400)

Streetscape Marketing & PR Campaign Services Total
Total: 860 hours* (\$86,000)
FY 2011-12: 114 hours (\$11,400)
FY 2012-13: 496.5 hours (\$49,650)
FY 2013-14: 249.5 hours (\$24,950)

**This is an estimated calculation of hours. There could be delays and timeline changes during any construction project. If the project takes longer or shorter than time estimated, it would result in increased or decreased marketing communications services and cost.*



Fenton DDA Streetscape Marketing & PR Plan		
2011-12		
Pre-Construction Marketing Services- See Streetscape campaign plan	114 hrs.	\$11,400.00
Total 2011-12		\$11,400.00
2012-13		
Advertising/Promotion	Media Items to be considered: Print, Cable or Radio Promotional Signs, Banners, Posters, Flyers, Printing Direct Mail, Specialty Advertising Contingency Fund: misc. unforeseen costs	\$30,000.00
Construction Marketing Services- See Streetscape campaign plan	496.500	\$49,650.00
Total 2012-13		\$79,650.00
2013-14		
Advertising/Promotion	Ribbon Cutting-Street Party Community Celebration Invitations, decor, entertainment, etc.	\$10,000.00
Construction & Post Construction Marketing Services- See Streetscape campaign plan	249.5 hrs	\$24,950.00
Total 2013-14		\$34,950.00

Memorandum



DATE: August 3, 2012

TO: Mayor Sue Osborn and City Council

FROM: Lynn Markland, City Manager

RE: Chicken Ordinance

The Chicken Ordinance is attached for your perusal prior to the City Council meeting. This is the same one that was sent to the Planning Commission. The main issue that remains is the number of chickens. If the City Council can agree on this issue then we can place the item on the agenda for the next regular meeting.