

ISHPEMING CITY COUNCIL
Wednesday, November 8, 2023 at 6:00 p.m.
Ishpeming City Hall Council Chambers, 100 E. Division Street, Ishpeming MI
City Hall Telephone Number: (906) 485-1091

A ZOOM LINK IS AVAILABLE ON THE CITY'S WEBSITE @ WWW.ISHPEMINGCITY.ORG

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Public Comment (*limit 5 minutes per person*)
5. Approval of Agenda
6. Consent Agenda
 - a. Minutes of Previous Meeting (October 4th, October 18th, and October 25th)
 - b. Approval of Disbursements
 - c. Reappoint Jim Bertucci to 3-year term-Waste Water Treatment Board, Term Exp. 12/2026
 - d. Reappoint Brad Waters and Joseph Pelkola to 3-year terms-Commission on Aging: Term Exp 9/2026
 - e. Reappoint Jacqueline Healey to a 5-year term on the Housing Commission: Term Expiring 10/2028
 - f. Appoint Corry Richards to fill vacancy on the Planning Commission: Term Expiring 11/2024
 - g. Appoint Philip Carter to a 3-year term on the Planning Commission: Term Expiring 11/2026
 - h. Nominate Ed Anderson for reappointment to the Marq-Tran Board: Term Expiring 12/2026
 - i. Confirm payment to Prime Specialty for emergency repairs to City Hall Heating System Pumps
 - j. Declare 143 Library books as surplus
7. Monthly Financial Statement Report
8. Public Hearing on 2024 Budget and Millage Rates
9. Special Event Applications
 - a. Northern Michigan University NCAA Ski Race: January 19-21, 2024
 - i. Landowners Authorization for race sanctioning
 - b. Ishpeming Community Events: Christmas Festivities and Parade Permit: November-December 2023
 - c. Ishpeturkey Trot: November 23, 2023
 - d. Ski Jumping Tournament: January 19 and 20, 2024
10. Second Reading of Ordinance 11-2700, Payment in Lieu of Taxes – Anderson Lofts and Peninsula Lofts
11. Siren Communications Update
12. Approval to apply for Redevelopment Ready Communities grant with 20% City match
13. Authorization for City Treasurer to place delinquent accounts on tax rolls
14. First Reading of Amendment to Ordinance 11-300, Purchasing Procedures
15. Proposed Policy #210, Purchasing and Contracting Policy
16. Resolution #18-2023, Health Insurance per Public Act 152 of 2011
17. Request from DPW to purchase Gator for the Cemetery/Parks
18. Request from DPW to purchase new Pick Up Truck
19. Proposal from WR Construction for work on the storm sewer at the outflow
20. Discuss how to present findings from the investigation on the area South of Division (across from High School)
21. Update on patching bids for Main Street and Seventh Street
22. Public Comment (*limit 3 minutes per person*)
23. Mayor and Council Reports
24. Manager's Report
25. Adjournment


Craig H. Cugini
City Manager



691

MEMO

To: City Manager
From: Jesse Shirtz, Library Director
Re: Surplus library items

11/1/2023

The library has 143 books to be declared surplus. An itemized list of titles is attached.

7

UNAUDITED BALANCE SHEET EXCERPT FOR THE CITY OF ISHPEMING

Month Ended: October 31, 2023

Please see full listing of funds attached

GL NUMBER - FUND TITLE	BALANCE AS OF 9/30/2023	BALANCE AS OF 8/31/2023	Change From Prior Month
Fund 101 - GENERAL FUND			
BEG. FUND BALANCE 01/01/2023	1,143,599.51		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	(324,442.55)	(264,854.12)	
ENDING FUND BALANCE	819,156.96	878,745.39	(59,588.43)

The General Fund received \$186k in revenue sharing from the State of Michigan, a \$19k distribution of net assets from the MMRMA in October, and \$14k for the administration of the Partridge Creek Compost Grant. \$162k in wages and benefits in addition to \$93k in hospitalization and other insurance costs were the largest expenditures. Roughly 57% of General Fund personnel costs recorded in October were public safety related (police and fire), followed by library at 11%, and parks and cemetery at 11%.

Fund 202 - MAJOR STREETS

BEG. FUND BALANCE 01/01/2023	693,666.10		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	67,977.19	(78,991.14)	
ENDING FUND BALANCE	761,643.29	614,674.96	146,968.33

\$178k in payments from the state were received in the Major Street Fund which has brought revenues over expenditures to \$68k year to date, up \$146k from September. Personnel costs and vehicle rentals make up the bulk of the October expenditures.

Fund 203 - LOCAL STREETS

BEG. FUND BALANCE 01/01/2023	901,669.79		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	(231,090.16)	(285,688.21)	
ENDING FUND BALANCE	670,579.63	615,981.58	54,598.05

Similar to Major Streets, the bulk of the October expenditures in Local Streets consisted mainly of equipment rentals and personnel costs. \$75k in payments from the state have been received in the Local Street Fund bringing expenditures over revenues year to date to \$231k, an increase of \$55k

Fund 248 - DDA

BEG. FUND BALANCE 01/01/2023	779,444.38		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	44,108.10	50,010.19	
ENDING FUND BALANCE	823,552.48	829,454.57	(5,902.09)

The DDA made a \$5k contribution to help make up for a shortage in the Lake Bancroft playground funding. The bulk of the remaining expenditures for October were wages

Fund 401 - PUBLIC IMPROVEMENT FUND

BEG. FUND BALANCE 01/01/2023	547,629.10		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	342,339.70	365,811.11	
ENDING FUND BALANCE	889,968.80	913,440.21	(23,471.41)

In October, the Public Improvement Fund made the final lease payment on the 2021 Dodge Durango (police vehicle), made \$7k in repairs to cemetery fencing, and purchased \$5k in equipment for the police truck that was recently acquired.

Fund 590 - SEWER FUND

BEG. FUND BALANCE 01/01/2023	10,108,849.81		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	(331,838.69)	(372,484.22)	
ENDING FUND BALANCE	9,777,011.12	9,736,365.59	40,645.53

Revenues for the Sewer Fund came in just over \$150k. Major expenditures driving the large YTD decrease in fund balance continue to be a product of the CWSRF project engineering and bond issuance efforts. The Sewer Fund is anticipated to see reimbursement of those costs prior to year end. Revenues for the month of October surpassed expenditures by \$41k. Treatment costs of \$49k were the largest single expense.

Fund 591 - WATER FUND

BEG. FUND BALANCE 01/01/2023	9,594,638.54		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	802,687.08	682,696.68	
ENDING FUND BALANCE	10,397,325.62	10,277,335.22	119,990.40

System use dropped 2.4M gallons from August to September (usage is paid on a one month lag - September usage is paid in October) and the City saw a \$6k reduction in its water bill as a result. Revenues for the fund were \$222k, with metered sales making up \$213k of the total.

GL NUMBER - FUND TITLE	BALANCE AS OF 9/30/2023	BALANCE AS OF 8/31/2023	Change From Prior Month
Fund 596 - GARBAGE/RECYCLE			
BEG. FUND BALANCE 01/01/2023 (See footnote)	425,847.69		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	35,271.04	22,783.02	
ENDING FUND BALANCE	461,118.73	448,630.71	12,488.02

As was noted in September, unfavorable timing had resulted in a slight decrease in fund balance. As seen, the trend in the fund reversed and at month end the Garbage Fund has picked up \$12k in revenues over expenditures.

Fund 661 - MOTOR POOL EQUIPMENT FUND			
BEG. FUND BALANCE 01/01/2023	1,045,607.99		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	258,906.37	262,292.37	
ENDING FUND BALANCE	1,304,514.36	1,307,900.36	(3,386.00)

Rental revenues of \$43k were recorded in October. Supply costs of \$15k, wages costs of \$10k and R&M costs of \$8k represent most of the expenditures in the Motor Pool Fund for October.

Fund 732 - POLICE & FIRE RETIREMENT			
BEG. FUND BALANCE 01/01/2023	4,270,170.17		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	170,938.67	317,389.05	
ENDING FUND BALANCE	4,441,108.84	4,587,559.22	(146,450.38)

Unfavorable market conditions resulted in a \$106k unrealized loss in the Police and Fire Retirement Fund investment accounts for the month. This represents a continuation of the decline in market performance seen in August and September.

YEAR TO DATE SUMMARY OF FUNDS DISPLAYED ABOVE

BEGINNING FUND BALANCE	29,511,123.08		
NET OF REVENUES & EXPENDITURES YEAR TO DATE	575,950.38	436,672.36	
FUND BALANCE	30,345,979.83	30,210,087.81	

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ATTENTION
CITY OF ISHPERING RESIDENTS
NOTICE OF PUBLIC HEARING

A Public Hearing has been scheduled for Wednesday, November 8, 2023, at the Regular City Council Meeting at 6:00 p.m. in the Council Chambers at Ishpeming City Hall, 100 E. Division Street, Ishpeming, for the purpose of discussing adoption of the 2024 Budget. A copy of the budget is available for public inspection on the City's website www.ishpemingcity.org or in the City Manager's Office at City Hall, 100 East Division Street, Ishpeming, Michigan. THE PROPERTY TAX MILLAGE RATE PROPOSED TO BE LEVIED TO SUPPORT THE PROPOSED BUDGET WILL BE A SUBJECT OF THIS HEARING: 20.9363 mills.

Public comments, either oral or written, are welcome at the Public Hearing. Handicapped persons needing assistance or aid should contact the City Offices during regular working hours 48 hours prior to the meeting.

Craig H. Cugini
City Manager

Note: MCL 141.412 requires the notice to include the following statement in 11-point bold face type:
"The property tax millage rate proposed to be levied to support the proposed budget will be a subject of this hearing".

10

City of Ishpeming

ORDINANCE NO. 11-2700

TAX EXEMPTION ORDINANCE

ADOPTED: _____

An Ordinance to provide for a service charge in lieu of taxes for a housing project for low income persons and families to be financed with a federally-aided Mortgage Loan pursuant to the provisions of the State Housing Development Authority Act of 1966 (1966 PA 346, as amended; MCL 125.1401, *et seq*) (the "Act").

THE CITY OF ISHPEMING ORDAINS:

SECTION 1. This Ordinance shall be known and cited as the City of Ishpeming Tax Exemption Ordinance No. 11-2700 – Anderson Lofts and Peninsula Lofts

SECTION 2. Preamble.

It is acknowledged that it is a proper public purpose of the State of Michigan and its political subdivisions to provide housing for its low-income persons and families and to encourage the development of such housing by providing for a service charge in lieu of property taxes in accordance with the Act. The City of Ishpeming is authorized by this Act to establish or change the service charge to be paid in lieu of taxes by any or all classes of housing exempt from taxation under this Act at any amount it chooses, not to exceed the taxes that would be paid but for this Act. It is further acknowledged that such housing for low income persons and families is a public necessity, and as the City of Ishpeming will be benefited and improved by such housing, the encouragement of the same by providing real estate tax exemption for such housing is a valid public purpose. It is further acknowledged that the continuance of the provisions of this Ordinance for tax exemption and the service charge in lieu of all *ad valorem* taxes during the period contemplated in this Ordinance are essential to the determination of economic feasibility of the housing projects that is constructed or rehabilitated with financing extended in reliance on such tax exemption.

The City of Ishpeming acknowledges that the Sponsor (as defined below) has offered, subject to receipt of an allocation under the LIHTC Program by the Michigan State Housing Development Authority, to acquire, rehabilitate, own and operate a housing project identified as Anderson Lofts and Peninsula Lofts on certain property located at 100 S Main, 105 S Main St, 203 S Main St, 114 W Pearl St and 112 E Pearl St (further described in Exhibit A) in the City of Ishpeming to serve low income persons and families, and that the Sponsor has offered to pay the City on account of this housing project an annual service charge for public services in lieu of all *ad valorem* property taxes.

SECTION 3. Definitions.

- A. Authority means the Michigan State Housing Development Authority.
- B. Annual Shelter Rent means the total collections during an agreed annual period from or paid on behalf of all occupants of a housing project representing rent or occupancy charges, exclusive of Utilities.
- C. LIHTC Program means the Low Income Housing Tax Credit program administered by the Authority under Section 42 of the Internal Revenue Code of 1986, as amended.
- D. Low Income Persons and Families means persons and families eligible to move into a housing project.
- E. Mortgage Loan means a loan that is Federally-Aided (as defined in Section 11 of the Act) or a loan or grant made or to be made by the Authority to the Sponsor for the construction, rehabilitation, acquisition and/or permanent financing of a housing project, and secured by a mortgage on the housing project.
- F. Sponsor means CHN Anderson Peninsula Ishpeming Limited Dividend Housing Association Limited Partnership and any entity that receives or assumes a Mortgage Loan.
- G. Utilities means charges for gas, electric, water, sanitary sewer and other utilities furnished to the occupants that are paid by the housing project.

SECTION 4. Class of Housing Projects.

It is determined that the class of housing projects to which the tax exemption shall apply and for which a service charge shall be paid in lieu of such taxes shall be housing projects for Low Income Persons and Families that are financed with a Mortgage Loan. It is further determined that Anderson Lofts and Peninsula Lofts is of this class.

SECTION 5. Establishment of Annual Service Charge.

The housing project identified as Anderson Lofts and Peninsula Lofts and the property on which it will be located shall be exempt from all *ad valorem* property taxes from and after the commencement of construction or rehabilitation. The City acknowledges that the Sponsor and the Authority have established the economic feasibility of the housing project in reliance upon the enactment and continuing effect of this Ordinance, and the qualification of the housing project for exemption from all *ad valorem* property taxes and a payment in lieu of taxes as established in this Ordinance. Therefore, in consideration of the Sponsor's offer to construct/rehabilitate Anderson Lofts and Peninsula Lofts and operate the housing project, the City agrees to accept payment of an annual service charge for public services in lieu of all *ad valorem* property taxes. Subject to receipt of a Mortgage Loan, the annual service charge shall be equal to 4% 7% of the Annual Shelter Rents actually collected by the housing project during each operating year, exclusive of charges for gas,

electric, water, sanitary sewer, and other utilities furnished to the occupants that are paid by the housing project.

SECTION 6. Contractual Effect of Ordinance.

Notwithstanding the provisions of section 15(a)(5) of the Act to the contrary, a contract between the City and the Sponsor with the Authority as third party beneficiary under the contract, to provide tax exemption and accept payments in lieu of taxes, as previously described, is effectuated by enactment of this Ordinance.

SECTION 7. Limitation on the Payment of Annual Service Charge.

Notwithstanding Section 5, the service charge to be paid each year in lieu of taxes for the part of the housing project that is tax exempt but which is occupied by other than low income persons or families shall be equal to the full amount of the taxes which would be paid on that portion of the housing project if the housing project were not tax exempt.

SECTION 8. Payment of Service Charge.

The annual service charge in lieu of taxes as determined under this Ordinance shall be payable in the same manner as general property taxes are payable to the City and distributed to the several units levying the general property tax in the same proportion as prevailed with the general property tax in the previous calendar year, except that the annual service charge shall be paid in one (1) annual payment, which annual payment shall be paid to the City on or before May 1 of each year for the previous calendar year. Collection procedures shall be in accordance with the provisions of the General Property Tax Act (1893 PA 206, as amended; MCL 211.1, *et seq*).

SECTION 9. Duration.

This Ordinance shall remain in effect and shall not terminate so long as a Mortgage Loan remains outstanding and unpaid, the housing project remains subject to income and rent restrictions under the LIHTC Program, or a land use restriction for affordable housing remains on the property; provided that construction of the Housing Development identified as Anderson Lofts and Peninsula Lofts commences within three years from the effective date of this Ordinance; and provided further that in no event shall the exemption granted under Section 5 of this Ordinance continue for more than 30 years. In the event that Anderson Lofts and Peninsula Lofts fails to meet the requirements in this section, then this Ordinance may be amended in the sole discretion of the Ishpeming City Council.

SECTION 10. Severability.

The various sections and provisions of this Ordinance shall be deemed to be severable, and should any section or provision of this Ordinance be declared by any court of competent jurisdiction to be unconstitutional or invalid the same shall not affect the validity of this Ordinance as a whole or any section or provision of this Ordinance, other than the section or provision so declared to be unconstitutional or invalid.

SECTION 11. Inconsistent Ordinances.

All ordinances or parts of ordinances inconsistent or in conflict with the provisions of this Ordinance are repealed to the extent of such inconsistency or conflict. *[this section is required]*

Section 12. Effective Date.

This Ordinance shall become effective on _____, as provided in the City Charter.

ORDINANCE DECLARED ADOPTED

Cathy Smith, City Clerk

Adopted:
Published:

I hereby certify that the foregoing is a true and complete copy of an Ordinance No. 11-2700 adopted by the City Council of the City of Ishpeming, County of Marquette, Michigan at a _____ meeting held on _____ and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, and that the minutes of said meeting were kept and will be or have been made available as required by said Act.

Cathy Smith, City Clerk

EXHIBIT A

PARCELS

Address: 100 S. Main Street

Tax ID: 52-51-050-075-00

Legal Description: ORIGINAL PLAT CITY OF ISHPEMING LOT 75

Address: 100 S. Main Street

Tax ID: 52-51-050-071-50

Legal Description: ORIGINAL PLAT CITY OF ISHPEMING PART OF LOT 71 BEG AT NE COR THEREOF TH S 90' TH W 30' TH N 71.66' TH N58DEG34'E 35.16' TO POB

Address: 100 S. Main Street

Tax ID: 52-51-050-071-00

Legal Description: ORIGINAL PLAT CITY OF ISHPEMING LOT 72 & LOT 71 EXC THAT PART BEG AT NE COR THEREOF TH S 90' TH W 30' TH N 71.66' TH N58DEG34'E 35.16' TO POB

Address: 105 S. Main Street

Tax ID: 52-51-050-076-00

Legal Description: ORIGINAL PLAT CITY OF ISHPEMING LOT 76 AND N. 10' OF LOT 77

Address: 114 W. Pearl Street

Tax ID: 52-51-050-073-00

Legal Description: ORIGINAL PLAT CITY OF ISHPEMING LOTS 73 AND 74

Address: 203 S. Main Street

Tax ID: 52-51-050-040-00

Legal Description: ORIGINAL PLAT, CITY OF ISHPEMING LOT 40 & PART OF LOT 41 BEG AT NW COR THEREOF TH S'LY ALG W LINE THEREOF 3.5' TH E'LY PAR TO N LINE THEREOF 21.25' TH S 3.5' TH E'LY PAR WITH N LINE THEREOF TO E LINE THEREOF TH N TO NE COR THEREOF TH W'LY ALG N LINE OF L

Address: 112 E. Pearl Street

Tax ID: 52-51-050-046-00

Legal Description: ORIGINAL PLAT CITY OF ISHPEMING LOT 46



SIREN

COMMUNICATION PROGRESS REPORT

Wednesday,
November 9, 2023

City Hall
Council Chambers

April 1, 2023 - September 30, 2023

How We Got Here



Sept.
2022

Introduction to City of Ishpeming through Michigan Municipal League event where Siren presented to U.P. city leaders



Nov.
2022

Presented to Ishpeming City Council about strategic communication



Jan.
2023

Replied to a city-issued RFP, seeking a capacity building strategic communication partner, during early 2023



Feb.
2023

Presented proposal to City Council during the regular meeting; City Council voted to give the City Manager the ability to negotiate our contract



April
2023

Beginning of our partnership



From February 2023 proposal to the City of Ishpeming

We have observed your top priorities for this work to include:



Developing a positive, proactive communication effort that will strengthen the reputation of Ishpeming



Keeping residents and community members informed of critical information

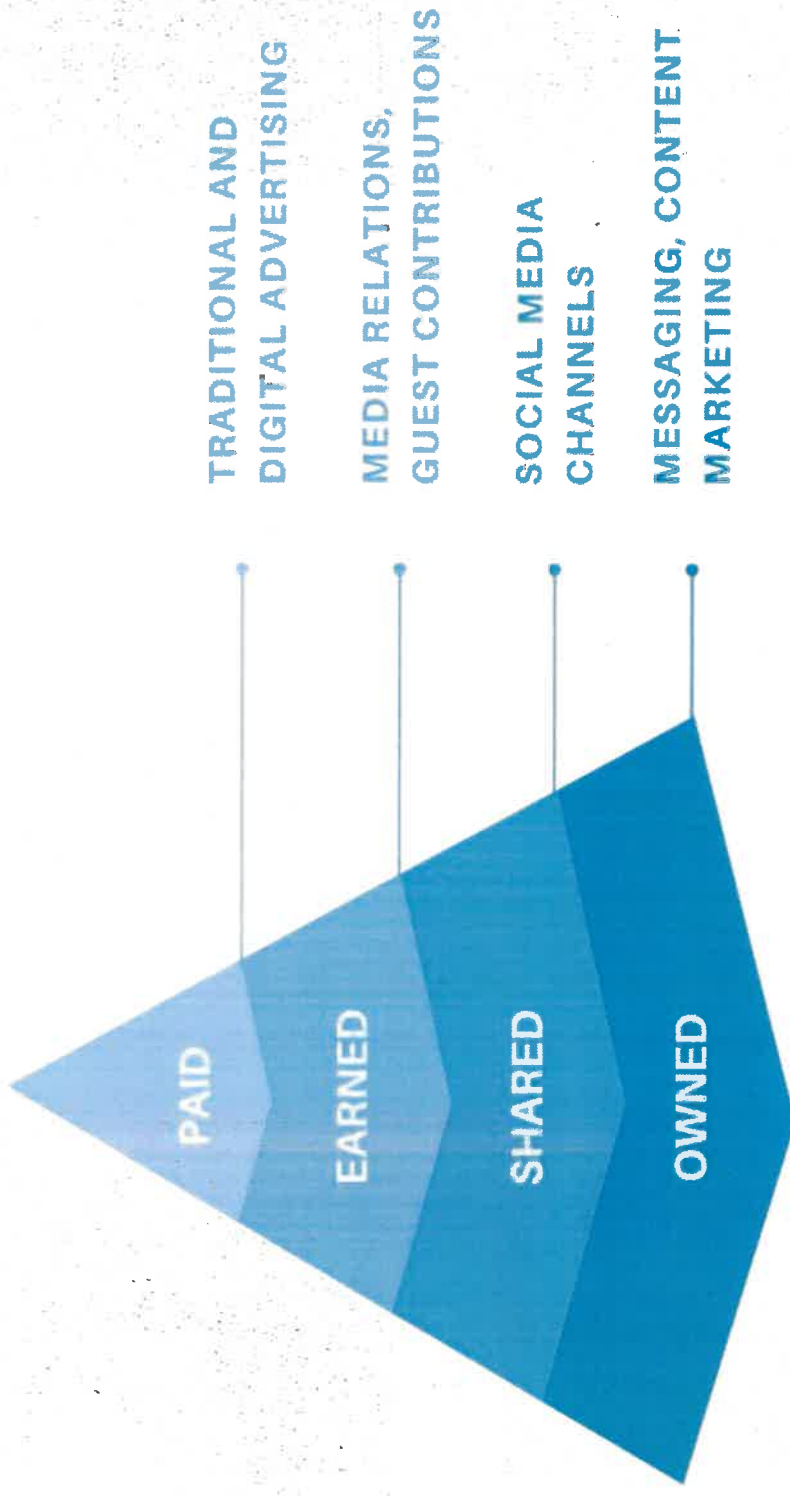


Fostering a positive narrative that everyone in Ishpeming can rally around



Maximizing impact of the City's communication channels, including social media

What is PESO?



Highlights: The First Six Months

16

Media campaigns
including multiple press
releases, plus one-off
pitches to local media
outlets

1

- Public survey
- Community listening session
- Press conference

77

Social media posts

8

Stakeholder meetings



Increased
Communication:
Proactive,
Transparent,
Timely

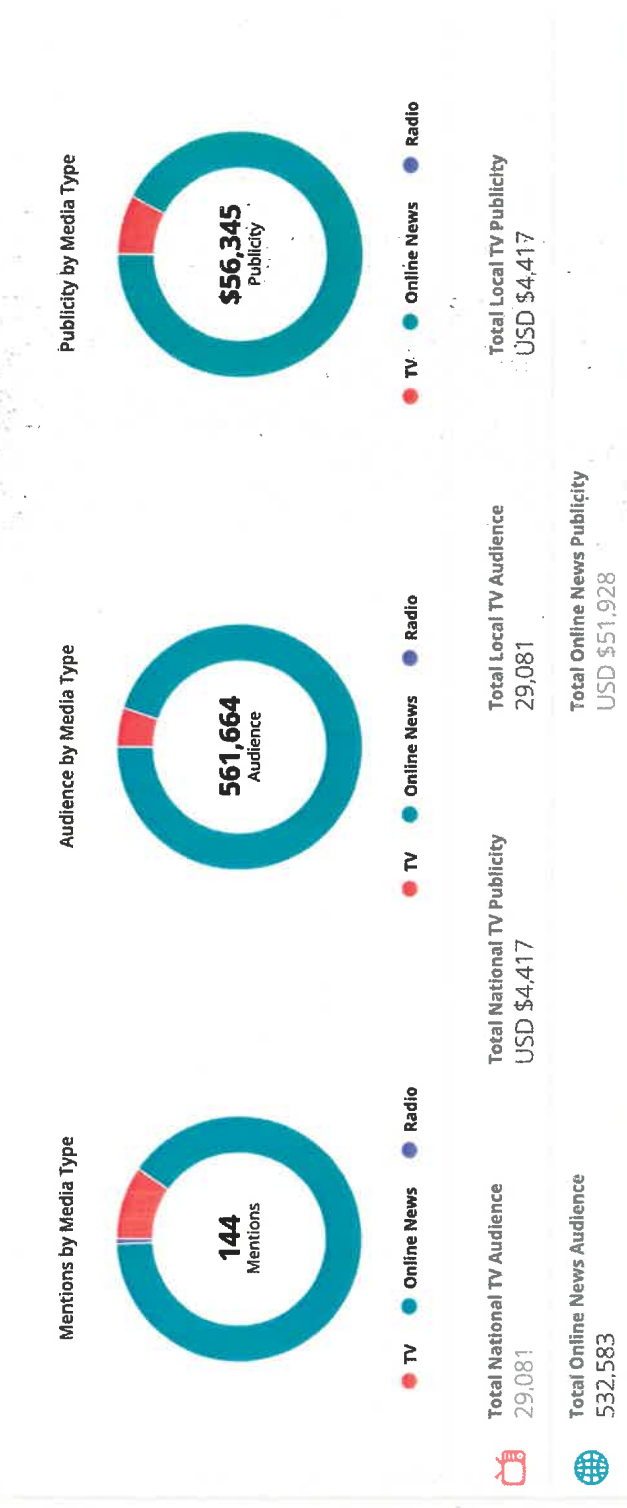


Notable Impact:

- Stronger narrative of the city
- Easier to find accurate news about the city than before
- Positive sentiment of the media coverage of the city has increased
- Increased support for city staff as well as mayor
- Added capacity means media relations are now both proactive and reactive

561,664
Audience Reach

Earned Media Coverage: LOCAL April 1 - September 30, 2023



[Click here for the full report](#)

Earned Media: LOCAL

upword

Ishpeming campground pays homage to local history
Brasswire expected to attract mountain bikers

UPWORD STAFF | WEDNESDAY, SEPTEMBER 27, 2023



CLICK TO HEAR JACK HALL'S INTERVIEW WITH CITY MANAGER CRAIG CUGINI



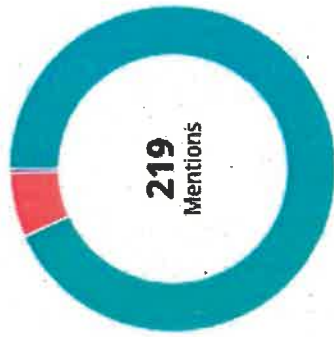
The City of Ishpeming is moving full speed ahead on a \$16 million dollar overhaul to its sewer infrastructure, using \$8 million in state grants and another \$8 million in low-interest, state-backed, federal loans. The plan is to replace or repair some 25,000 feet of sewer main, as well as fixing the roads above them.



Earned Media Coverage: ALL

Including local + national coverage from April 1 - September 30, 2023

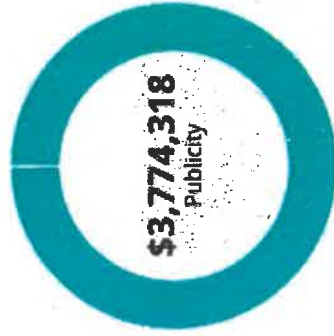
Mentions by Media Type



Audience by Media Type



Publicity by Media Type



● Online News ● TV ● Radio

[Click here](#) for the full earned media report



Notable Impact:

- By proactively sharing the sinkhole hazard with media we were able to **control the narrative** and **reputation** of the City of Ishpeming surrounding this story.
- This story was picked up **nationally** with a **positive perception** of the City.
- From this media campaign alone, the positive **publicity value** is **5x** our contract value.
- Overall, we were able to get a potentially hazardous situation **controlled** and **proactively communicated** to the public.

278.7M+
Audience Reach

Sinkhole Earned Media Coverage: ALL



[Click here](#) for the full earned media report

Earned Media: NATIONAL

yahoo!sports

THE KANSAS CITY STAR

Kansas City Star

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says

y/life

Search the web

THE KANSAS CITY STAR

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says



THE BELLINGHAM HERALD

NATIONAL

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says



THE ISLAND PACKET

Part of the McClatchy Media Network

NATIONAL

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says



Sign in

Part of the McClatchy Media Network

NATIONAL

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says



News Finance S

Part of the McClatchy Media Network

The Fresno Bee

NATIONAL

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says

LEXINGTON

HERALD LEADER

Part of the McClatchy Media Network

NATIONAL

Abandoned mine's fill material shifts — and creates nearby sinkhole, Michigan city says



City of Ishpeming Facebook



Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts
Reporting Period Apr 1, 2023 – Sep 30, 2023	4,270 ↗ 7.3%	286 ↗ 89.4%	4,130 ↗ 6.6%	237 ↗ 99.2%	77 ↗ 185.2%
Compare to Oct 1, 2022 – Mar 31, 2023	3,981	151	3,875	119	27
City of Ishpeming	4,270	286	4,130	237	77
Page	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)	
Reporting Period Apr 1, 2023 – Sep 30, 2023	387,929 ↗ 157.8%	55,699 ↗ 269.7%	3,190 ↗ 3,838.3%	14.4% ↗ 43.4%	
Compare to Oct 1, 2022 – Mar 31, 2023	150,482	15,064	81	10%	
City of Ishpeming	387,929	55,699	3,190	14.4%	

Notable Impact:

- It's important to note that all of these **analytics** were earned completely **organically**.
- Although **healing** the City's **relationship** with its residents will be a long, yet **rewarding** road, we are making **strides** toward that each day we communicate **clearly** and **proactively** with them.

Top Posts




22,119 impressions | 4,963 engagements

 **City of Ishpeming**
Mon 7/17/2023 10:11 am EDT


Did you hear a new playground has come to town? 📍 Located on Spruce and Euclid, in front of the Mining Heritage Pavilion, is our City's...



34,037 impressions | 7,741 engagements

 **City of Ishpeming**
Thu 7/27/2023 4:38 pm EDT

Our new Brasswire Campground is opening soon! 🏕️ Here's everything you'll need to know: 📄 Campground booking will be available online o...



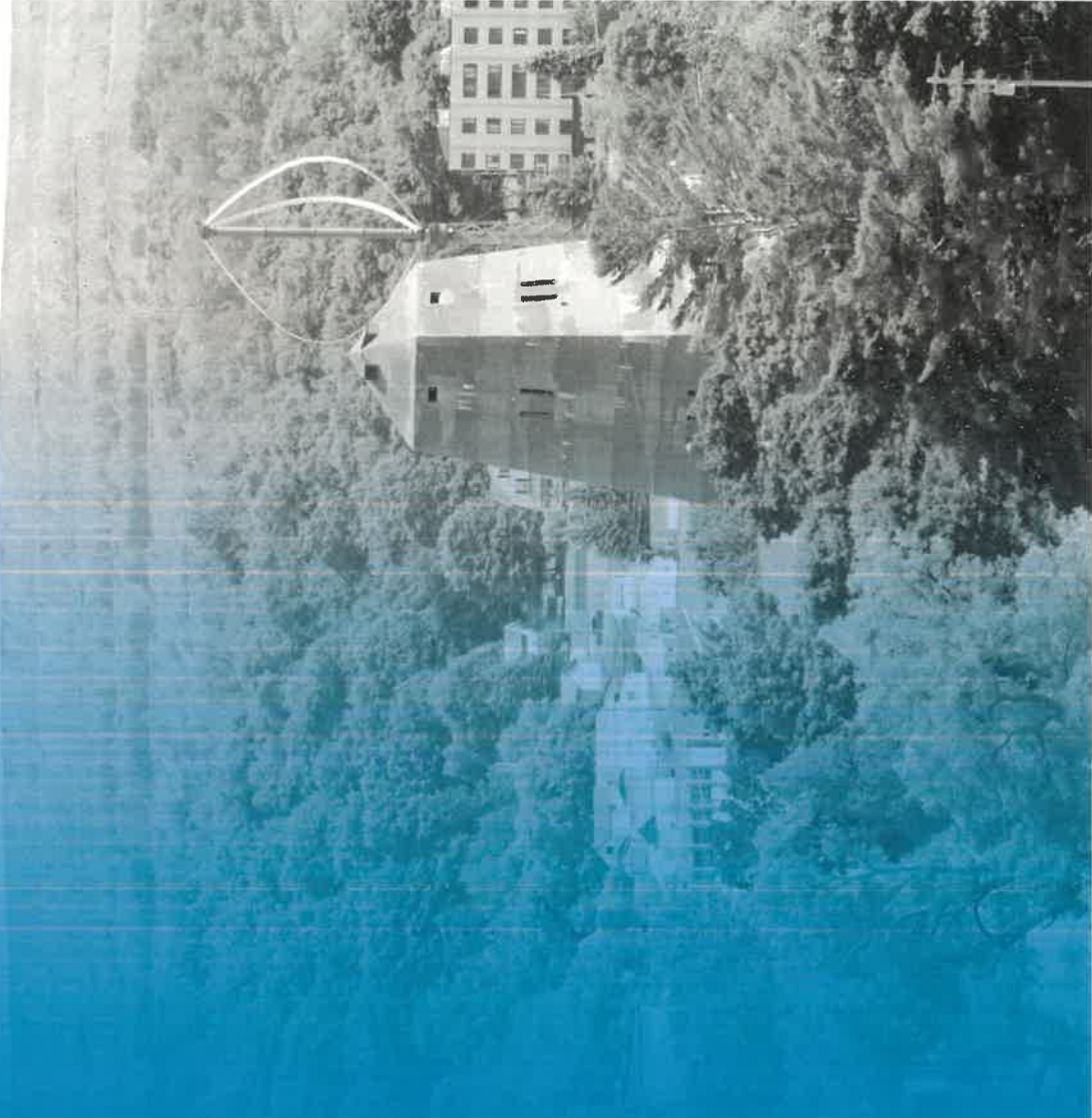
 **City of Ishpeming**
Thu 7/20/2023 9:25 am EDT

Do you have a fire truck lover at home? 🚒 Or maybe you're a devoted history buff? 🏰 On Wednesday, July 26 from 10:00 a.m. to 4:00 ...



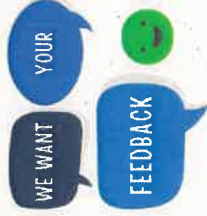
12,903 impressions | 1,254 engagements

Reputation Improvement



Blight

Ishpeming residents:



Public survey (summer 2023) ranked blight as 4th biggest challenge

- "Unique in a bad way ...way too many run down houses."
- "negative reputation about ...urban blight..."

In partnership with Marquette County Land Bank, Ishpeming saw progress on blight elimination and remediation in 2023.

- Affordable housing built on sites of formerly blighted properties that had been cleared
- Lake Street Church demolition
- Significant yard clean up



Blight

Halle LeSage
Thank god 4.4k 4

8w Like Reply Hide

→ Melinda Westman replied · 3 Replies

Pat Morcom Petersen
Looks great 4

8w Like Reply Hide

David Sam Thibeault
Great it looks nice

7w Like Reply Hide · let's keep this up thank you city employees 4.4k 13

→ Lisa Hay replied · 2 Replies

Elden Crouch
Nice job 4

8w Like Reply Hide

Susan Phare-Boback
I for one am happy to have new housing in my neighborhood. No more empty eyesore houses.



17w Like Reply Hide



NEWS

Partnership fights blight and brings housing to Ishpeming

Ishpeming's Lake Street Church to be demolished



Vicki Corradino

Looks awesome!!! Good job guys!!!



Like Reply Hide 9w



Public Comment for Infrastructure Funding

Ishpeming residents:



Public survey ranked infrastructure as 2nd biggest challenge



Public Review

A public hearing on the draft IUP was held in person and virtually on September 19, 2023. A number of comments were received, and scores adjusted for multiple projects. Scoring is completed by the department's Drinking Water and Environmental Health Division. A large number of public comments were received in support of city of Ishpeming's drinking water project. Additional comments received related to the scoring process, and disadvantaged determination process. There were also comments addressing public engagement needs at the local municipal level during project planning.

MARK AND WALT
in the morning

THE MINING
Journal



Police Response: Stabbing Incident

- An incident occurred in city limits and by its very nature, was going to make headlines.
- We streamlined media relations around this and provided media training to the detective, set up a press conference, and were able to quickly and transparently answer questions.
- The increased communication showed the city was willing to share information - even information about an inherently negative event - further working to build trust with its residents.

"Violence is not going to be condoned in the city," Det. Sgt. Brandon Nylander said at the press conference Thursday.

THE MINING
Journal



The City's Ramped Up Communication



William Mercer

I guess the easy thing for me to do is criticize due to some of the things I have experienced here on a personal level. I struggle with the way some things are structured and the personalities of those attached to them. After conferring with a friend, I decided to pull down some things I posted. The city has chosen to openly communicate now which makes them vulnerable and if they are willing to do this, it's my job as a community member to support this effort. The city can openly communicate all they want, but if I am not openly fair to giving things a chance to work out, change will never occur. I think transparency and communication are good things from our Governing body. It is my hope that this city continues to grow in a positive way and can come out from under the shroud that has put it in the place that it is currently in.

4h

[Like](#)

[Reply](#)

[Message](#)



1



Jerry Wuorenmäa

I think this is probably a good move. Having grown up in Ishpeming and now living elsewhere in the U.P., it has been distressing to see how much negativity there is about the hometown, particularly on FB. Compare to your neighboring city to the east, which has come a long way. The two trends go hand in hand.

...

As part of this effort, it may also be helpful to try to educate the public on municipal finance and why infrastructure maintenance and reconstruction in small municipalities is such a challenge.

13w

[Like](#)

[Reply](#)

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9



Write a comment...



Jennifer Heikkilä

I appreciate the ramped up communication efforts from the City!

[Love](#)

[Reply](#)

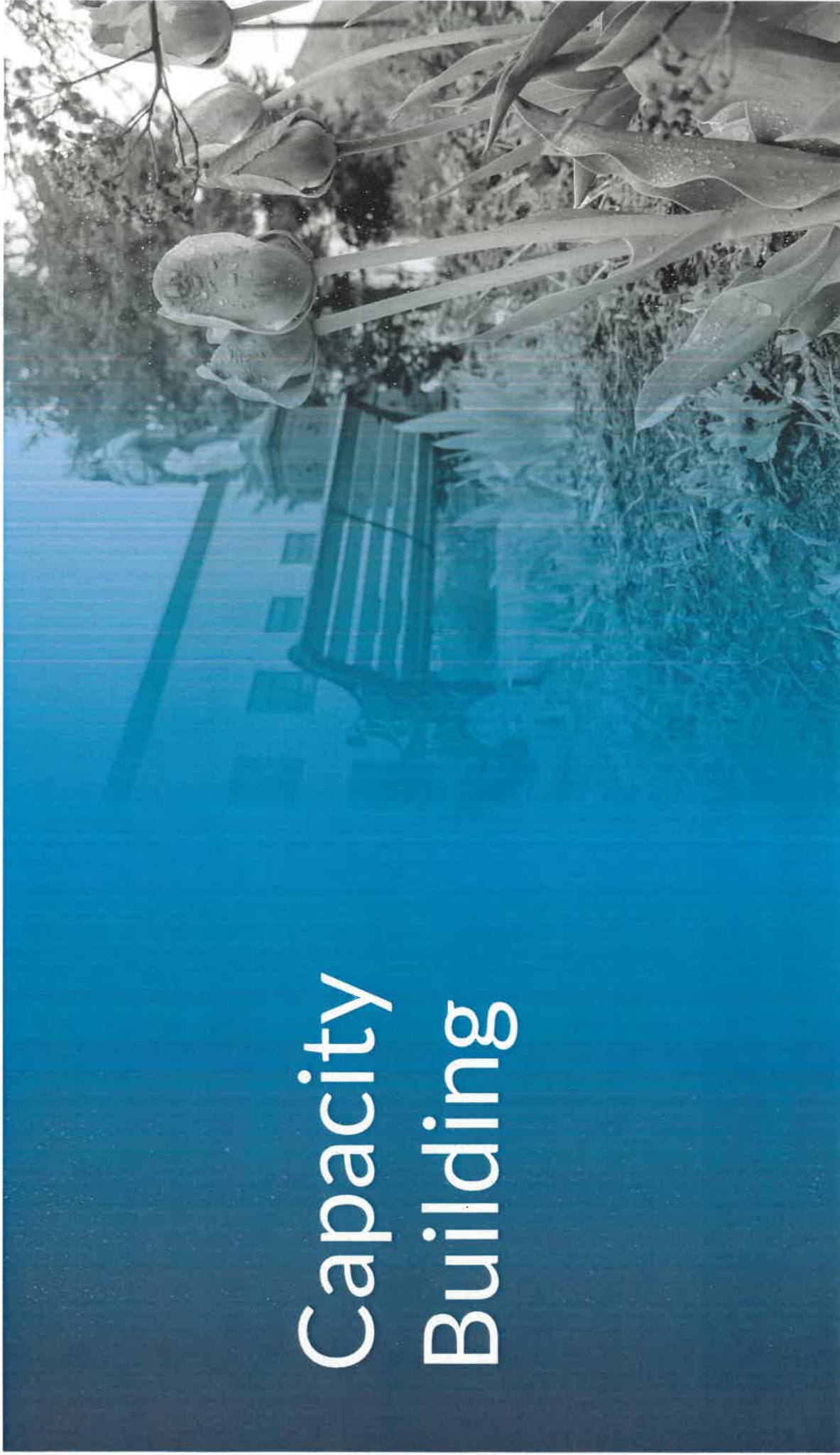
[Hide](#)

[Send message](#)

15m



Capacity Building



Capacity Building Value

Through Siren's partnership with the City of Ishpeming, significant time spent on communication is freed up for the City Manager. **So what? More time for...**

- Sharing the City's innovative approach to capacity building through organizations recognized statewide for community and economic development.
- One of these led to meeting with the developer who is now proceeding with plans for MSHDA Application and potential development into affordable housing and historic renovation in downtown Ishpeming.



Community
HOUSING NETWORK

Time and capacity to write grant applications, such as those for:

- | | |
|-------------------------------|----------------------------|
| • DWSRF \$20M | • MSHDA NEP Grant \$75K |
| • State Disaster Funds \$250K | • Communities Grant \$1.4M |



Capacity Building Team: Ishpeming's Account Team



Adela Piper
*Chief Executive
Officer*

Adela leads the Siren team and clients with empathy, driving meaningful results and creating lasting impact.



Luke Londo
*Senior Account
Executive*

Luke's background in politics, government and communications makes for impactful storytelling from cities.



Trysten Loos
*Account
Executive*

Trysten specializes in helping clients build genuine relationships with their audiences



Nic Conroy
*Assistant Account
Executive*

With a background from Ishpeming and in marketing, Nic is excited to help the city's communication excel.



Contractual Update



Contractual Update: Ongoing Communication Partnership

Communication strategy advising

- Advising City staff and Council on communication strategy for City initiatives
- Message development for key City initiatives
- Assessing needs of the community via surveys, once per year, or for significant developments

Brand ambassadorship and media training

- In-person training to roll out newly developed messaging and ensure City staff and spokespeople are prepared and united in representing the City
- Tips for success in media interviews, with mock interview practice
- Participants will develop their public speaking skills and deepen their connections with each other

Media relations

- Major and minor media campaigns, including writing and distributing press assets and securing interviews
- Media interview preparation, ensuring all spokespeople are prepared for success
- Media relationship building
- Responding to incoming media inquiries in partnership with the City Manager



Contractual Update: Ongoing Communication Partnership

Social media (Facebook)

- Management of information dissemination and storytelling over Facebook
- Establishing social media strategy to define what types of content to post and how to reach target audiences
- Editorial calendars to guide content development
- Creation of social media content for Facebook
- Engagement strategies to broaden reach, such as cross promotion with regional brands
- Contributing to Facebook comments and message responses in partnership with City staff

Owned media

- Copywriting for one email blast or newsletter per month

Measurement & reporting

- Quarterly impact report that depicts media coverage and sentiment, social media reach and engagement, and other key metrics as defined with City staff
- Presentation at City Council meetings up to once per quarter



Contractual Update: Strategic Communication Project

Discovery phase

- Onboarding meeting to align partnership expectations
- Questionnaire to Council, City staff, and stakeholders
- Survey to the public to learn how the City is perceived
- Discovery session, in-person, with City leadership, City Council, and key stakeholders from the community
- Community listening session with residents
- Community listening session with business owners
- Debrief meeting with City leadership
- Summary report to convey what was learned and observed



Contractual Update: Strategic Communication Project

Writing and planning phase

- Bi-weekly meetings to ensure project stays on track, and to be made aware of any immediate communication needs
- Development of audience personas
- Key messaging including:
 - City of Ishpeming brand narrative, depicting what is unique and special about the City and its offerings
 - Message map to key audiences to build trust
 - Impact messaging, depicting the City's top priorities for the coming year
 - Talking points to address community issues
- Strategic communication plan on a PESO model
- Social media protocol that indicates content strategy and how to respond to incoming inquiries



Coming Up Next

Continued ongoing communication as outlined and including:

- Launch of Channel 189 slides and successful streaming
- Quarterly reporting and presentations to City Council

Continued progress toward strategic communication project including:

- Development of audience personas
- Key messaging including:
 - City of Ishpeming brand narrative, depicting what is unique and special about the City and its offerings
 - Message map to key audiences to build trust
 - Impact messaging, depicting the City's top priorities for the coming year
 - Talking points to address community issues
- Strategic communication plan on a PESO model
- Social media protocol that indicates content strategy and how to respond to incoming inquiries





SIREN

Contact:

Adela Piper
CEO

Email:
adela@sirenstrategy.co

Glossary

Media relations terms

- **Earned media:** News coverage secured based on relevance and editorial decision, not on advertising transaction
- **Advertising:** Coverage to news audience secured through paid transaction
- **Media type:** indicates the method where audiences consumed the content
- **Sentiment:** All generated reporting to indicate if overall coverage was deemed positive, neutral, or negative. May coincide with reputation measurement.
- **Mentions:** The amount of news "hits" measured
- **Audience:** The total numbers reported by outlets as their audience size
- **Publicity value:** The advertising equivalent of an earned media exposure (i.e. front page advertisement (\$) versus front page story (earned media = no transaction))

Social media terms

- **Organic:** Results earned without any money spent to increase reach or conversions
- **Link clicks:** The number of times your audience clicks links that your profile publishes.
- **Engagement:** An umbrella term for actions that reflect and measure how much your audience interacts with your content.
- **Impression:** The number of times the piece of content is seen.

Additional terms used in this report

- **Stakeholder:** An individual or group who has an interest in, an effect or who may affect various aspects of success for the City
- **Channel:** The method used to disseminate information (including news sources, social media, text messages, advertisements, PEG channel, etc).

ORDINANCE NO. 11-300

**CITY OF ISHPEMING
PURCHASING AND CONTRACTING PROCEDURES ORDINANCE**

THE CITY OF ISHPEMING ORDAINS:

Section 11-301. The City Manager shall be responsible for all purchasing and contracting for the City, consistent with the City Charter and the applicable laws of the State of Michigan. The City Manager may request that the City Council approve City Policies as needed to implement this responsibility.

Section 11-302. Where practicable, all purchases and contracting shall be made upon competitive bids and contracts shall be awarded based on considerations of cost, as well as type and quality of services offered, customer service, references and other relevant factors.

Section 11- 303. The Council shall have the right to reject any or all bids or quotations, and shall not be required to accept the lowest bid or quotation. It shall be deemed to be in the best interests of the City that the City Council may award a contract to a local bidder who is not the low bid, but who is otherwise a responsible bidder and who has submitted an acceptable bid, provided that the local bid is within five per cent (5%) of the lowest acceptable bid. Local bidders are those who are doing an established business within the City, and who are not in default to the City.

Section 11- 304. When the City Council, upon the recommendation of the City Manager, finds that it is clearly to the City's advantage to make a purchase or expenditure or to award a contract without competitive bidding, it may waive competitive bidding by affirmative vote of the majority.

Section 11-305. No purchases shall be made in excess of appropriations.

Section 11-306. This Ordinance shall be effective upon publication.

Adopted by the Ishpeming City Council:

First Reading: _____
Second Reading: _____
Date Published: _____
Effective Date: _____

AMENDMENT TO ORDINANCES OF
THE CITY OF ISHPERING, CHAPTER 11-300

The City of Ishpeming, Michigan ORDAINS:

That Chapter 11-300 of the Ordinances of Ishpeming, Michigan, shall be, and the same hereby is, amended as follows:

REPEALER

THE ENTIRETY OF THE TEXT AND TITLE OF THE EXISTING ORDINANCE IS HEREBY REPEALED AND RESCINDED. In addition, any other ordinance, resolution, policy, order or parts thereof in conflict with the provisions of this Amendment is, to the extent of such conflict, HEREBY REPEALED. This repeal shall be effective as of the effective date of the following Amendment.

AMENDMENT

Chapter 11-300 of the Ordinances of Ishpeming, Michigan, shall be, and hereby is, amended in its entirety to add the following new text:

[SEE ATTACHED ORDINANCE 11-300]

The approved Ordinance shall be published as required by law, and shall be effective on the date of publication.

Upon roll call,

Council members voting aye:

Council members voting nay:

Council members absent:

WHEREUPON, this Ordinance is declared passed and adopted on this
_____ day of _____, 2023.

CITY OF ISHPEMING

By: Jason Chapman, Its Mayor

Attest:

By: Cathy Smith, Its Clerk

FIRST READING: _____, 2023

SECOND READING: _____, 2023

DATE OF PUBLICATION: _____, 2023

EFFECTIVE DATE: _____, 2023

**CITY OF ISHPEMING
PURCHASING AND CONTRACTING POLICY**

THE CITY OF ISHPEMING HEREBY ENACTS THE FOLLOWING POLICY TO IMPLEMENT THE PROVISIONS OF THE CITY CHARTER AND ORDINANCE NO. 11-300:

I. The following shall be considered to be acceptable methods of implementing the City Charter requirements for competitive bidding unless other means or methods are required by a funding source or by State or Federal law:

(a). For purchases or expenditures in the amount of Three Thousand Dollars (\$3,000.00) or less, oral bids or quotes may be obtained over the telephone, via email, or by obtaining information from websites, including social media and on-line auction or similar websites.

(b). For purchases or expenditures which exceed the sum of Three Thousand Dollars (\$3,000.00) but which are equal to or less than Ten Thousand Dollars (\$10,000.00), written bids or quotes may be obtained via email, or by obtaining information from websites, including social media and on-line auction or similar websites.

(c). For purchases or expenditures which exceed the sum of Ten Thousand Dollars (\$10,000.00), sealed bids or quotes may be solicited using one or a combination of the following methods: direct verbal, telephone or electronic contact with likely bidders; publishing advertisements in a newspaper, on social media or on electronic notice websites, or by posting on the city's own website in a section designated for bids and quotes. Sealed bids or quotes may be delivered to the City via confidential means, including email or other electronic means.

II. When appropriate, the City Manager shall recommend purchases and contracts to the Council which, although they may require a higher initial investment, are likely to provide the best value to the City over time.

III. In the event of an emergency which requires that the City make a purchase where there is not sufficient time to implement the procedures required herein, in Ordinance No. 11-300 and in the City Charter, the City Manager shall seek to obtain the best value available under the circumstances and may make the purchase, even if it is for an amount over Ten Thousand Dollars (\$10,000.00). In such cases, the Manager shall notify the Council Members as soon as

practicable and shall seek ratification by the full Council at the next regular or special Council meeting.

IV. The City Manager shall have authority to make purchases and to enter into contracts in the amount of \$10,000.00 or less, provided that the procedures herein and in the City Charter are followed. The City Council shall issue its approval of said Manager purchases by approval of these monthly expenditures at its regular monthly meeting. The City Manager may authorize individual members of his staff to make purchases within specified parameters and limits as to the dollar amounts, within the overall authority of the Manager as granted by the City Council. Any expenditures which exceed the sum of Ten Thousand Dollars (\$10,000.00) shall require specific approval of the individual purchase or contract via Council Resolution.

APPROVED by the Ishpeming City Council: _____

16

City of Ishpeming
Resolution #18-2023
Resolution Health Care Cost Option as set forth in Public Act 152 of 2011

Whereas, Public Act 152 of 2011 (the “Act”) was passed by the State Legislature and signed by the Governor on September 24, 2011;

Whereas, the Act contains three options for complying with the requirements of the Act;
Whereas, the three options are as follows:

1. Section 3 – “Hard Caps” Option – limits a public employer’s total annual medical benefit plan costs for employees based on coverage levels, as defined in the Act;
2. Section 4 – “80%/20% Option – limits a public employer’s share of total annual medical benefit plan costs to not more the 80%. This option requires an annual majority vote of the governing body;
3. Section 8 – “Exemption” Option – a local unit of government, as defined in the Act, may exempt itself from the requirements of the Act by an annual 2/3 vote of the governing body (4 votes needed)

Whereas, the Ishpeming City Council has decided to adopt the Section 8 Exemption option as its choice of compliance under the Act.

Now, therefore, be it resolved, the Ishpeming City Council elects to comply with the requirements of Public Act 152 of 2011, the Publicly Funded Health Insurance Contribution Act, by adopting the Section 8 Exemption Option for the medical benefit plan coverage year February 1, 2024 to January 31, 2025.

The vote is as follows:

Yeas:

Nays:

I, Cathy Smith, City Clerk, do hereby certify that the foregoing is a true and original copy of a resolution adopted by the City Council of Ishpeming at a Regular Meeting thereof held on Wednesday, November 8, 2023.

Cathy Smith, City Clerk



Decision Brief Equipment Purchase New John Deere Gator Groomer

Problem Statement: How does the city continue to offer winter outdoor activities while establishing a lifecycle management strategy for the future.

Searching for best tool to efficiently accomplish tasks and department goals



Facts and Assumptions

Facts

- Current 2013 groomer is reaching its end of life. Can barely go up hills on ski trails with just the machine, no groomer attached.

Assumptions

- City will be able to maintain the trails used by local community members for both skiing, biking, and snow shoeing.
- Current machine could be used for the beautification committee for water the flowers.



Constraints

- If current machine fails, the winter activity season (including tube slide) will be cut short.



Pros & Cons

Pros

- City would be able continue to provide winter trails in the AI Qual area with very little investment.
- City Tube slide will be maintained.
- Increased efficiency in daily trail maintenance.
- John Deere has a proven record of reliability with the current machine being 10 years old.

Cons

- Slight modification will need to be done to the current grooming attachments.



Sources of Funding / Options

- Pricing
- Machine can be purchased for \$33,549.
 - This includes machine and Track system
- Funding will come from the 2023 Public Improvement Fund



Recommendation

Motion:

- Approve purchase of new 2023 Gator and track system from Northland Lawn and Sport for \$33,549.

19

WR

CONSTRUCTION

420 Cherry St.
Negaunee, MI
49866
(906)362-2371

PROPOSAL

October 25th, 2023

Mr. Bill Anderson
208 S Lake St
Ishpeming MI 49849

Dear Mr. Anderson,

WR Construction is pleased to provide the following quote per the attached breakdown. Purpose is to remove existing sand bags creating a check dam within the 84" dia pipe.

Scope:

Confined space entry into 12' deep structure having a 84" dia pipe.

Cut open approx. 30 existing sand bags, leaving sand in the structure.

Remove the sand bags only

Provide top man, monitoring man, confined space tri pod, Tripod Winch, Two body Harness, retractable tether, Air monitor and fresh air fans.


Five thousand five hundred dollars and 00/100 \$5,500.00

Payment due upon completion

Accepted _____

Date _____

Sincerely,


Wilbert Rajala

WR Construction, LLC