

WHITE CLOUD PLANNING COMMISSION
Regular Meeting Agenda
White Cloud City Office, 12 N. Charles, White Cloud MI 49349
April 25, 2023
6:00 p.m.

A. Call to Order

Chairperson Shears called the meeting to order at 6:00 p.m.

B. Roll Call (confirmation of a quorum)

Members present: Anthony Johnson, Chad Fetterley, Lori Shears, and Jamie Steffes

Members absent: Christine Tiernan

Staff Present: April Storms (City Manager)

Staff Absent: John Wallace (Zoning Administrator)

Consultant Present: Tanya DeOliveira (Williams & Works)

C. Invocation and Pledge of Allegiance

Shears gave the invocation and led the Pledge of Allegiance.

D. Set/Amend Agenda

Motion made by Steffes to set the agenda as presented, supported by Johnson.

Ayes: 4

Nays: 0

Motion passed.

E. Public Comment (Comments limited to 2 minutes)

No public comments

F. Approval of Minutes

1. Regular Meeting Minutes of March 13, 2023

Motion by Johnson to approve the regular meeting minutes of March 13, 2023, as presented, supported by Steffes.

G. New Business

1. Master Plan Kick-Off

Shears introduced Tanya DeOliveira from Williams and Works who will serve as project manager for the City of White Cloud Master Plan preparation. This meeting will be the kickoff meeting for the project.

Introductions of the Planning Commission and City Manager were made.

DeOliveira introduced herself and the Williams & Works Company and established April Storms as the point of contact for her with the city. She then proceeded to go over and explain the tasks for the master plan and the plan adoption process.

DeOliveira explained that the Planning Commission had to decide which of the four options under the community engagement options they wished to include in the master plan contract.

Storms and Shears expressed the importance of getting feedback from residents at public events including the Community and Kids Picnic.

DeOliveira explained their four public input options, each having its own cost.

Discussion was held on the four options and consensus was reached that the pop-up planning events would be the most effective.

DeOliveira indicated that she would develop materials to promote the two local events that they would be attending to gather public input.

Storms suggested getting the word out in the summer newsletter.

Discussion was held on branding for the project.

Storms discussed the "Imagine White Cloud" branding idea. She wants to find out how residents think about their downtown and community. There is also a need to rebrand how they think about development and the future of the City.

DeOliveira indicated that can use the Imagine White Cloud branding idea in the public engagement campaign. She could develop graphics that the city could use in its outreach. She then went over the project schedule which would take about a year to complete.

Shears inquired whether they would primarily be working on the master plan at their planning commission meetings. DeOliveira indicated that will be largely how it works. She will work out the timing with Storms, there may be times when they skip a meeting if there is a lot of development plans, or may require a special meeting to stay on schedule. She will set expectations ahead of time for each meeting.

Shears explained that she feels the city has already been branded twice with "Where the North Begins and the Pure Water Flows" and "There is a Trail for Every Season". These two ideas have to be correlated together.

Storms sees the concept of Imagine White Cloud different from the city's tag lines or mottos.

There was additional discussion on the Dragon Trail.

DeOliveira asked if there were any parts of the existing master plan that were important to retain or omit. Consensus was reached that if there are still valid information pieces, they could be retained but more of an overhaul is envisioned for the plan.

DeOliveira indicated that the plan will be prepared consistent with the Planning Enabling Act and as such she will prepare a notice to plan which will have to be sent out to a distribution list which she will prepare. She indicated that the plan will also meet all of the Redevelopment Ready Communities requirements.

DeOliveira asked about what the big issues are for the city.

Responses from the planning commission included:

- Growth of the community.
- Housing/Multi-Family
- Zoning
- More employment
- Fixing up with is already here.
- M-37/Wilcox – more desirable businesses. Ones which make people want to stop or turn.
- Improve aesthetics.
- There is space for people to build on but no one is building.
- Whenever there is an opportunity to there always seems to be a barrier.
- Better bicycle opportunities.

Storms went over the plan for the pond area.

DeOliveira asked if there were any final questions.

Shears indicated that it is important that the city build momentum from what the city currently has and that they engage the business owners as they work through the plan.

H. Unfinished Business

1. None

I. Public Comment (For items discussed on this agenda/3 minutes)

Dan Abid is happy to see the city working on the master plan. He would like the city to address the sign ordinance, it is too restrictive. He would like to see more duplexes in town as they are more occupied.

End of public comments.

J. Correspondence

1. RRC Progress Updates
2. Smith Park Grant Proposal Update
3. North St. Ballfield Grant Proposal Update

4. Zoning Report

The above correspondence was accepted as information.

K. Adjournment

Shears adjourned the meeting at 7:21 p.m.

John Wallace
John Wallace - Minutes Recorder

5/23/23
Date

Lori Shears
Lori Shears - Chairperson

5/23/23
Date

WHITE CLOUD
A TRAIL FOR EVERY SEASON

MICHIGAN