

WHITE CLOUD PLANNING COMMISSION
Regular Meeting Minutes
White Cloud City Office, 12 N. Charles, White Cloud MI 49349
May 23, 2023
6:00 p.m.

A. Call to Order

Chairman Shears called the meeting to order at 6:01 p.m.

B. Roll Call (confirmation of a quorum)

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

Members absent: Anthony Johnson, and Christine Tiernan

Staff present: John Wallace (zoning administrator), April Storms (city manager), and Andrew Stafford (CEDAM Fellow)

C. Invocation and Pledge of Allegiance

Shears gave the invocation and led the Pledge of Allegiance.

D. Set/Amend Agenda

Steffes made a motion to set the agenda as presented, supported by Fetterley.

Ayes: 3

Nays: 0

Motion passed unanimously.

E. Public Comment (Comments limited to 2 minutes)

No public comment.

F. Approval of Minutes

1. Regular Meeting Minutes of April 25, 2023

Motion by Fetterley, supported by Steffes to approve the regular meeting minutes of April 25, 2023.

Ayes: 3

Nays: 0

Motion passed unanimously.

G. New Business

Master Plan Update-Williams & Works Consultant.

Tanya DeOliveira went over her master plan meeting agenda which included the following:

1. Meet MEDC- CEDAM Fellow
2. Project Branding Review
3. Confirm details of July 8 Pop-Up Planning Event

4. Discuss Pop-up Planning Event Options in August
5. Master Plan Project Update

DeOliveira introduced Andrew Stafford (CEDAM Fellow) to see how his activities will mesh with the master plan activities.

Stafford indicated that he would be creating a guide to development document which would only have minimal overlap with W&W work activities and only to the degree that it mentions the master plan and that he would be setting up a project tracking system which would not overlap with W& W activities.

DeOliveira went over the master plan branding logos and requested feedback.

Fetterley indicated he liked the ones with the downtown buildings and maybe they could be combined with the thought bubble.

Shears said that nothing jumped out at her. She thought it was important to encompass all of White Cloud and not just one thing. She also like the logos with the buildings, but also liked the bottom right logo featuring a trail

Storms indicated that when she brought up the concept of “Imagine White Cloud” her intent was not to rebrand the city, but to get people thinking about what they want their community to look like in 10 years. She thought both the tag lines “Where the North Begins” and the trail theme were important.

DeOliveira indicated they would play with version including the downtown buildings.

Fetterley indicated that he liked the ones in the greens and blues. He also drew a logo which DeOliveira took a picture of to take back.

Storms indicated that she liked the one on the bottom left, but agreed downtown buildings should be involved. She also indicated that the logo would be used in future projects.

DeOliveira asked how Williams & Works would fit in to the July 8 event.

Shears indicated that they would be close to the main stage and close to the Special Tee's. They should plan to be there at 10 a.m. and plan to stay until 7 p.m.

DeOliveira inquired about plans regarding inclement weather.

Shears indicated that they would be using 10' X 15' tents and that she and Storms are working on a plan. She also indicated that she felt White Cloud could provide them with a tent and chairs.

DeOliveira discussed types of exercises they could do at the event including:

- 10 jars with pennies
- Map with stickers to represent desired uses.
- Board with sticky notes to express likes and dislikes
- Sticker exercise with 3 stickers that can be used to express things that were good or bad in the community.

Shears indicated she liked the penny exercise.

Storms liked the penny exercise but also thought it was important for the residents to express what they enjoy and also things the city needs to do to improve.

DeOliveira indicated that they also use open ended questions. They may ask what you love which could be expressed in one word or three sentences.

Wallace indicated that it would be good to get some feedback on housing including questions related to preferred types of housing and density.

DeOliveira indicated that they could address this without using too technical terms.

Storms indicated that she thought many people might not even know what a master plan is.

DeOliveira indicated that they could address that again without getting too technical.

DeOliveira then addressed the pop-up planning event in August.

Storms indicated that there were two events they were considering including:

Kids and Community Picnic at Rotary Park which is well attended and will be held on August 22, and

Kick off meeting for the streetscape project which will be held on August 8 at 5:00 p.m.

Shears indicated she thought the Kids and Community Picnic may be too busy and she was leaning toward the streetscape event.

DeOliveira inquired about the need for a flyer. She said to let them know if the city needs anything from them to prepare for the flyer.

Fetterley indicated that the Kids and Community event was more for fun and not to address more business topics.

Shears indicated that the streetscape event may be more appropriate.

DeOliveira indicated that she will start working on a flyer and that they should have a Zoom meeting soon. She wants to make sure they are coordinating with the people who will be presenting at the streetscape event.

DeOliveira gave an update on the master plan document. She indicated that they have completed a draft of the demographic profile and are working on a chapter on housing. She said she would send the demographic profile for review.

Shears asked if the planning commission could get the demographic profile ahead of the packets and DeOliveira indicated yes.

Wallace inquired about the source of information for the demographic profile.

DeOliveira indicated that it would be a combination of data from the 2020 census and also the American Community Survey.

H. Unfinished Business

1. None

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

Dan Abid:

Talks to a lot of people who come to White Cloud and they say they are here to go hunting, fishing, or ride motocross bikes. He has lost many of his customers because they are passing away.

He indicated that the city needs better housing and jobs. He is concerned about people's apprehension about talking about trails. He said people want quaint and that he likes quaint.

He feels that one of the only reasons businesses may be succeeding in White Cloud is because it is so cheap to get into a building.

He said he was looking forward to the Sesquicentennial and to all the grants which Storms is working on.

J. Correspondence

1. Master Plan – Williams & Works Update

2. MSU Extension – Sustainable Build Environment Initiative Update

Storms gave an update. This project would be initiated on August 8, 2023. It involves a professor and students engaging the community on what they would like the downtown to look like.

The initial meeting would involve a dinner and a presentation. The project would take 6 to 9 months to complete. There will be a final presentation party at the completion.

3. Zoning Report

Fetterley inquired whether the Robinsons are planning on rebuilding.

Wallace indicated they sent in a site plan which showed the size of the building they wanted to build but that is was not one a drawing of the site. He requested they send the building footprint on a survey drawing of the site.

Fetterley asked whether the building would be more restrictive.

Wallace indicated that it would be a difficult issue, but the intent would be to move the building closer to meeting the zoning ordinance regulations.

K. Adjournment

A motion was made by Steffes, supported by Fetterley to adjourn the meeting at 7:15 p.m.

Ayes: 3

Nays: 0

Motion was approved unanimously.

Lori Oheas
Chair

6/27/23
Date

John Wallace
Zoning Administrator

6-27-23
Date