



Memorandum

To: Mayor and City Council

From: April Storms, City Manager

Date: 07/15/2026

Subject: FY 25/26 Public Participation Plan Annual Status Update

BACKGROUND

On Tuesday, Oct. 4th, 2022 the City Council adopted a Public Participation Plan for the City of White Cloud. This plan is a requirement of the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities (RRC) program.

City of White Cloud Public Participation Plan: https://www.cityofwhitecloud.org/wp-content/uploads/2022/12/comm-part-plan12082022111452616_0001.pdf

PUBLIC INVOLVEMENT STRATEGIES IN FY 25/26

The following traditional public involvement strategies that were used by the City of White Cloud as a part of Public Outreach:

-  City Council Meetings
-  Board/Committee Meetings
-  Public Forums (MSU Initiatives)
-  Person to Person Communications
-  Public Service Announcements
-  Website Postings
-  Newspaper Postings
-  Utility Billing Notices
-  Public Outreach
-  Implementation of Textmygov Alerts
-  Implementation of Quarterly Newsletters

In addition to the traditional methods used by City of White Cloud to get citizens involved in the decision-making processes that will shape the future of the community, the following nontraditional methods will be used to reach out to citizens of the community:

-  Community Office Hours
-  Quarterly Newsletters/City Manager Memos
-  Social Media

STATUS UPDATE

This memorandum services to highlight several public engagement activities from the last year that were intended to go above and beyond what is required by state and local regulations and to align with goals set for in the Public Participation Plan.

During the Fiscal Year of 2025/26, the City of White Cloud engaged the public via:

- Updating Website (online payments, forms, public notices, newsletters, contact information, Code of Ordinances, Zoning Ordinances etc.)
- Adopted a new Master Plan
- Began the Re-writing of the Zoning Ordinance
- 12 Regular City Council meetings
- 2 Special City Council meetings
- 1 Public Budget Workshop
- 1 Public Forum- Community Engagement decision – MSU FIT Initiative
- 1 Cemetery Meeting
- 2 Personnel Committee meetings
- 10 Regular Planning Commission meetings
- Public Hearings
- 3 Board of Review meetings
- 12 public WCSUA board meeting (participation)
- Christmas Community Event
- Skyfest Event
- Police Department Safety Presentations at WCPS
- WCPD Kids & Community Picnic Event
- Social Media Engagement
- Dam Meeting Community Forums
- Text my Gov Alerts