
RULE OF THE CHAMBER

Any person wishing to address City Council shall step up to the lectern, state their name and address in an audible tone of voice for the record, and unless further time is granted by the presiding officer, shall limit their address to three (3) minutes.

A person may not give up or relinquish all or a portion of their time to the person having the floor or another person in order to extend a person's time limit in addressing the Council.

Any person who does not wish to address Council from the lectern, may print their name, address and comment/question which he/she would like brought before Council on a card provided by the Clerk/Treasurer and return the card to the Clerk/Treasurer before the meeting begins. The Clerk/Treasurer will address the presiding officer at the start of Citizen Comments on the Agenda, notifying him of the card comment, and read the card into the record for response.

Those who want to use audio and image recording equipment in Council Chambers that requires a monopod, tripod or other auxiliary equipment for the audio and image devices shall notify the City Clerk before the meeting begins. Arrangements will be made to accommodate the request in a manner that minimizes the possibility of disrupting the meeting. No additional illuminating lights may be used in Council Chambers unless a majority of City Council members consent. Additionally, cell phones and pagers should be set to vibrate or silent mode when inside Council Chambers.

Should any person fail or refuse to comply with any Rules of the Chamber, after being informed of such noncompliance by the presiding officer, such a person may be deemed by the presiding officer to have committed a breach of the peace by disrupting the public meeting, and the presiding officer may then order such person excluded from the public meeting under Section 3 (6) of Open Meetings Act, Act 267 of 1976.

You will notice a numbering system under each heading. There is significance to these numbers. Each agenda item is numbered consecutively beginning in January and continues through December of each calendar year.

The City of Monroe will provide necessary reasonable auxiliary aids and services to individuals with disabilities at the meeting/hearing upon one week's notice to the City Clerk/Treasurer. Individuals with disabilities requiring auxiliary aids or services should contact the City of Monroe by writing or calling: City of Monroe, City Clerk/Treasurer, 120 E. First St., Monroe, MI 48161, (734) 384-9136. The City of Monroe website address is www.monroemi.gov.

**AGENDA - CITY COUNCIL REGULAR MEETING
MONDAY, MARCH 16, 2015**

I. CALL TO ORDER.

II. ROLL CALL.

III. INVOCATION/PLEDGE OF ALLEGIANCE.

IV. PRESENTATION.

Presentation by Sandra Hornyak, Associate Creative Director, Design for New Moon Visions regarding Brand Position and Strategy for the City of Monroe.

V. CITIZEN COMMENTS – NOT RELATED TO AN AGENDA ITEM.

VI. COUNCIL ACTION.

21. This item was postponed at the March 2 Council Meeting.

Communication from the Director of Economic & Community Development, submitting proposed Ordinance No. 15-002, an Ordinance to add Chapter 448, Neighborhood Enterprise Zones to the Code of the City of Monroe up for its final reading. It was moved by Council Member Iacoangeli and seconded by Council Member Rafko that item 21 be postponed until the March 16 Council Meeting.

VI. CONSENT AGENDA. (All items listed under the Consent Agenda are considered to be routine by Mayor and Council and will be approved by one motion, unless a Council member or citizen requests that an item be removed and acted on as a separate agenda item.)

A. Approval of the Minutes of the Special Meeting held on November 24, 2014, the Minutes of the Work Session held on Monday, March 2, 2015 and the minutes of the Regular Meeting held on Monday, March 2, 2015.

B. Approval of payments to vendors in the amount of \$_____.
Action: Bills be allowed and warrants drawn on the various accounts for their payment.

43. Monroe Rotary Club 3rd Annual Superhero 5K Run/Walk.

1. Communication from the City Manager's Office, reporting back on a request from the Monroe Rotary Club for permission to hold the 3rd annual Superhero 5K Run/Walk on May 2, 2015 at 8:00 a.m., to close the affected streets, for assistance from the City and Police Department, and for a fee waiver, and recommending that Council approve the request contingent upon items being met as outlined by the administration, subject to insurance requirements being met, and that Monroe Rotary pay half (½) of the City's extra out-of-pocket cost to provide logistics and public safety support for the event ($\$1,272.07 \div 50\% = \636.03), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

44. Annual Weed Cutting Date.

1. Communication from the Clerk-Treasurer, submitting a proposed resolution setting April 27, 2015 as the annual date that all weeds and grasses and other items subject to Ordinance No. 05-004 be cut, removed or destroyed, and recommending that the resolution be adopted.
2. Supporting documents.
3. Action: Accept, place on file and the resolution be adopted.

45. Professional Services Agreement with New Moon Visions to Develop a Brand Position and Strategy for the City of Monroe.

1. Communication from the Director of Economic & Community Development, reporting back on RFP's received for a professional services agreement to develop a Brand Position and Strategy for the City of Monroe, and recommending that Council approve entering into a professional services agreement with New Moon Visions to develop a brand position and strategy for the City in an amount no-to-exceed \$40,000; and authorize the Finance Director to transfer funds from the contingency budget as listed in the Finances Section; and authorize City Manager to execute the agreement subject to review by the City Attorney.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

46. Retiree Health Care Plan Actuarial Valuation.

1. Communication from the Finance Director, reporting back on a proposal for the performance of an actuarial valuation of the Post-Retirement Health Care Plan for the City of Monroe, and recommending that Council approve the proposal submitted by Gabriel Roeder Smith & Company for the performance of an actuarial valuation of the Post-Retirement Health Care Plan for the City of Monroe as of December 31, 2014 in the amount of \$16,800, and that the alternate service of "Development of Liabilities and ARC at Two Alternate Discount Rates" also be approved in the amount of \$2,000, for a total contract award of \$18,800.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

47. Parking Ticket Administration.

1. Communication from the Clerk-Treasurer, submitting an agreement with Complus Data Innovations, Inc. for parking ticket software as well as follow-up delinquent ticket collection procedures, and recommending that Council approve the attached contract and that the Clerk-Treasurer be authorized to sign the agreement on behalf of the City of Monroe.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

VII. COUNCIL COMMENTS.

VIII. MAYOR COMMUNICATION.

IX. CLERK-TREASURER COMMENTS.

X. CITY MANAGER COMMENTS.

XI. CITIZEN COMMENTS.

XII. ADJOURNMENT.

CITY OF MONROE
SPECIAL COUNCIL MEETING
MONDAY, NOVEMBER 24, 2014

Special meeting of the City Council of the City of Monroe, Michigan held on Monday, November 24, 2014 at 6: 30 p.m. in the City Hall Council Chambers.

Present: Council Member Rafko, Sisk (arrived 6:46 p.m.), Iacoangeli, Vining, Molenda and Mayor Clark.

Excused: Council Member Hensley

It was moved by Council Member Iacoangeli and seconded by Council Member Rafko that Council convene to Closed Executive Session to discuss Potential Real Estate Acquisition at 6:30 p.m.

Ayes: 5 Nays: 0

Motion carried.

It was moved by Council Member Molenda and seconded by Council Member Sisk that Council reconvene to open session at 7:42 p.m.

Ayes: 6 Nays: 0

Motion carried.

Adjournment.

It was moved by Council Member Iacoangeli and seconded by Council Member Rafko that the meeting adjourn at 7:42 p.m.

Ayes: 6 Nays: 0

Motion carried.

Michelle, J. LaVoy
City Clerk-Treasurer

Robert E. Clark
Mayor

**CITY OF MONROE
COUNCIL WORK SESSION
MONDAY, MARCH 2, 2015**

Work Session of the City Council of the City of Monroe, Michigan held on Monday, March 2, 2015 at 6:31 p.m. in the City Council Chambers.

Present: Council Member Vining, Molenda, Rafko, Hensley, Iacoangeli and Mayor Clark.

Excused: Council Member Sisk.

Also Present: George Brown, City Manager
Tom Ready, Attorney
Ed Sell, Finance Director
Dan Swallow, Director of Economic & Community Development
Jeffrey Green, City Planner and Historic Preservation Officer
Keith Woodcock, Building Official
Sam Guich, Assessor

George Brown, City Manager framed the discussion with a synopsis of the Neighborhood Enterprise Zone progress to date.

Dan Swallow, Director of Economic & Community Development gave a brief overview of the information he provided to Council regarding the Neighborhood Enterprise Zone.

Sam Guich, Assessor gave a brief presentation regarding the determination of true cash value of property in a proposed Neighborhood Enterprise Zone.

Following Council discussion, Mayor Clark declared the meeting adjourned at 7:21 p.m.

Michelle J. LaVoy
Clerk-Treasurer

Robert E. Clark
Mayor

CITY OF MONROE
REGULAR COUNCIL MEETING
MONDAY, MARCH 2, 2015

Regular meeting of the City Council of the City of Monroe, Michigan held on Monday, March 2, 2015 at 7:30 p.m. in the City Hall Council Chambers.

Present: Council Member Iacoangeli, Vining, Molenda, Rafko, Hensley and Mayor Clark.

Excused: Council Member Sisk.

Michelle J. LaVoy, City Clerk-Treasurer gave the invocation.

Mayor Clark led the Pledge of Allegiance.

Citizen Comments – Not Related to an Agenda Item.

Bill LaVoy, 225 Maywood Avenue, State Representative updated Council on an expected mailing regarding road funding.

Adam Yeager, 1833 South Custer Road commented on sewer inspections.

Council Action.

21. This item was postponed at the February 17 Council Meeting.

Communication from the Director of Economic & Community Development, submitting proposed Ordinance No. 15-002, an Ordinance to add Chapter 448, Neighborhood Enterprise Zones to the Code of the City of Monroe. It was moved by Council Member Molenda and seconded by Council Member Hensley that proposed Ordinance No. 15-002, an ordinance to add Chapter 448, Neighborhood Enterprise Zone to the Code of the City of Monroe be postponed until the March 2 Council Meeting.

It was moved by Council Member Iacoangeli and seconded by Council Member Molenda that item 21 be placed on the floor for discussion.

Ayes: 6 Nays: 0

Motion carried

Dan Swallow, Director of Economic & Community Development gave a brief explanation regarding the significance of a Neighborhood Enterprise Zone, why the item was postponed and brought back to Council and why he would like the item to be postponed again.

It was moved by Council Member Iacoangeli and seconded by Council Member Rafko that item 21 be postponed until the March 16 Council Meeting.

Ayes: 6 Nays: 0

Motion carried.

27. This item was postponed at the February 17 Council Meeting.

The communication from the City Manager's Office, submitting a request from the Monroe County Convention & Tourism Bureau to reserve dates in 2015 for upcoming Events / Festivals, and recommending that Council approve only the dates of the events with full approvals of the events, be subject to policy, timely submission of event planning

details, staff reviews, street closure action by Council and approvals of city financial and logistical support. It was moved by Council Member Iacoangeli and seconded by Council Member Sisk that item 27 be postponed until the March 2 Council Meeting.

It was moved by Council Member Iacoangeli and seconded by Council Member Hensley that item 27 be placed on the floor for discussion.

Ayes: 6 Nays: 0

Motion carried.

Council Member Iacoangeli noted that there are a couple of items in the communication that relate to other items in the Consent Agenda and suggested that the item be tabled until the end of the agenda.

It was moved by Council Member Iacoangeli and seconded by Council Member Hensley that item 27 be tabled and reconsidered at the end of the Agenda.

Ayes: 6 Nays: 0

Motion carried.

37. This item was postponed at the February 17 Council Meeting.

Communication from the City Manager's Office, reporting back on a request from the Monroe County Convention & Tourism Bureau for permission to hold the annual River Raisin Jazz Festival at St. Mary's Park on August 6 – 9, 2015, to close Elm Avenue from Borgess Avenue to North Monroe Street, and recommending that Council approve the request contingent upon passage of the 2015 budget and inclusion of the funding for the event, items being met as outlined by the administration, and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons. It was moved by Council Member Molenda and seconded by Council Member Hensley that item 37 be postponed until the March 2 Council Meeting.

It was moved by Council Member Molenda and seconded by Council Member Hensley that item 37 be placed on the floor for discussion.

Ayes: 6 Nays: 0

Motion carried.

Council Member Molenda explained that he moved to postpone this item in order to give staff time for staff to review the request and report back to Council and to see if they were comfortable about proceeding in a manner in which they've been accustomed to in providing for this particular event. He asked that someone provide an opinion on their findings.

George Brown, City Manager explained that each year, since 2006, the city enters into an agreement with the Monroe County Convention Tourism Bureau to coordinate this event and cited the specific areas of the contract that the city handles each year.

It was moved by Council Member Molenda and seconded by Council Member Hensley that item 37 be accepted, placed on file and the recommendation be carried out.

Ayes: 6 Nays: 0

Motion carried.

Consent Agenda. (All items listed under the Consent Agenda are considered to be routine by Mayor and Council and may be approved by one motion. Any item may be removed for separate discussion by a Council Member or citizen.)

A. Approval of the Minutes of the Regular Meeting held on Tuesday, February 17, 2015.

B. Approval of payments to vendors in the amount of \$1,632,921.09.

Action: Bills be allowed and warrants drawn on the various accounts for their payment.

38. Relay for Life of Monroe – Banner Request.

1. Communication from the City Manager's Office, reporting back on a request from the Relay for Life of Monroe for permission to display a banner across Monroe Street from May 8 – June 8, 2015, announcing the Monroe Relay for Life on June 6 – 7, 2015, and recommending that the request be approved subject to qualifications outlined in the banner policy.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

39. Turtle Island Dream Keepers Native American Organization – Banner Request.

1. Communication from the City Manager's Office, reporting back on a request from the Turtle Island Dream Keepers Native American Organization for permission to display a banner across Monroe Street from June 8 – 29, 2015, announcing the Native American Traditional Pow Wow on June 27-28, 2015, at Monroe County Community College, and recommending that the request be approved subject to qualifications outlined in the banner policy.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

40. VFW Memorial Day Parade.

1. Communication from the City Manager's Office, reporting back on a request from the VFW Memorial Day Parade Committee for permission to hold the annual Memorial Day Parade on May 25, 2015, beginning at 2:00 p.m., to close the affected streets, and hold a brief ceremony on the bridge and to waive all permits and fees, and recommending that Council approve this request contingent upon items being met as outlined by the administration, subject to insurance requirements being met, parade permit, and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

41. Monroe/Lenawee AFL-CIO Labor Day Parade.

1. Communication from the City Manager's Office, reporting back on a request from the Monroe/Lenawee AFL-CIO Labor Day Parade Committee for permission to hold the annual Labor Day Parade on September 5, 2015 at 12:00 p.m. and to close the affected streets, to use St. Mary's Park, pavilion and bandshell for a post parade event from 1:00 p.m. – 8:00 p.m., including a concert, food vendors and a beverage tent with alcohol and soft drinks, and recommending that the Mayor and City Council approve the request by the Monroe Lenawee AFL/CIO to use St. Mary's Park for a post parade event, pending council's written consent to allow alcoholic beverages, the applicant receiving a special license from the State of Michigan, subject to insurance requirements being met (liquor liability insurance naming the city as an additional insured on each), and that the AFL-CIO pay half (1/2) the City's extra out-of-pocket cost to provide logistics and public safety support for the post event ($\$522.06 \div 50\% = \261.03), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.

If you choose to approve the parade request from the Monroe Lenawee AFL/CIO, it is recommended that you include in your motion that the parade request is approved, contingent upon items being met as outlined by the administration, subject to insurance requirements being met (general liability insurance naming the city as an additional insured), parade permit, and that the AFL/CIO pay half (1/2) the City extra out-of-pocket

cost to provide logistics and public safety support for the parade ($\$1,856.10 + \$1,283.75 = \$3,139.85 \div 50\% = \underline{\$1,569.93}$), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.

2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

42. Monroe County Convention & Tourism Bureau Labor Day BBQ Festival & Labor Day Parade.

1. Communication from the City Manager's Office, reporting back on a request from the Monroe County Convention & Tourism Bureau for permission to hold the 9th annual River Raisin Labor Day BBQ Festival along with the 2nd annual Labor Day Parade on September 5, 2015, to close the affected streets from 12 noon – 10:00 p.m. for the BBQ festival and to close Monroe Street from Jones Avenue to Elm Avenue, ending at St Mary's Park, with assistance from the City for the parade at 10:00 a.m., and recommending that the Mayor and City Council approve the BBQ festival downtown, contingent upon items being met as outlined by the administration, subject to insurance requirements being met, and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons. If you choose to approve the parade request from the Monroe County Convention and Visitors Bureau, it is recommended that you include in your motion that the parade request is approved, contingent upon items being met as outlined by the administration, subject to insurance requirements being met, parade permit, emergency vehicle access being maintained, that the MCCTB pay $\frac{1}{2}$ of the City's out of pocket cost to hold the parade ($\$1,856.10 + \$1,283.75 = \$3,139.85 \div 50\% = \underline{\$1,569.93}$), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.
2. Supporting documents.
3. Action: Accept, place on file and the recommendation be carried out.

It was moved by Council Member Molenda and seconded by Council Member Rafko that item 38, 39 and 40 of the Consent Agenda be approved as presented and that item 41 and 42 be removed and considered separately.

Ayes: 6 Nays: 0

Motion carried.

41. The communication from the City Manager's Office was presented, reporting back on a request from the Monroe/Lenawee AFL-CIO Labor Day Parade Committee for permission to hold the annual Labor Day Parade on September 5, 2015 at 12:00 p.m. and to close the affected streets, to use St. Mary's Park, pavilion and bandshell for a post parade event from 1:00 p.m. – 8:00 p.m., including a concert, food vendors and a beverage tent with alcohol and soft drinks, and recommending that the Mayor and City Council approve the request by the Monroe Lenawee AFL/CIO to use St. Mary's Park for a post parade event, pending council's written consent to allow alcoholic beverages, the applicant receiving a special license from the State of Michigan, subject to insurance requirements being met (liquor liability insurance naming the city as an additional insured on each), and that the AFL-CIO pay half (1/2) the City's extra out-of-pocket cost to provide logistics and public safety support for the post event ($\$522.06 \div 50\% = \261.03), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.

If you choose to approve the parade request from the Monroe/Lenawee AFL/CIO, it is recommended that you include in your motion that the parade request is approved, contingent upon items being met as outlined by the administration, subject to insurance requirements being met (general liability insurance naming the city as an additional insured), parade permit, and that the AFL/CIO pay half (1/2) the City extra out-of-pocket cost to provide logistics and public safety support for the parade ($\$1,856.10 + \$1,283.75 = \$3,139.85 \div 50\% = \underline{\$1,569.93}$), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.

It was moved by Council Member Iacoangeli and seconded by Council Member Hensley that item 41 be accepted, place on file and the recommendation carried out, subject to all cost recommendations outlined by the City Manager.

Ayes: 6 Nays: 0

Motion carried.

42. The communication from the City Manager's Office was presented, reporting back on a request from the Monroe County Convention & Tourism Bureau for permission to hold the 9th annual River Raisin Labor Day BBQ Festival along with the 2nd annual Labor Day Parade on September 5, 2015, to close the affected streets from 12 noon – 10:00 p.m. for the BBQ festival and to close Monroe Street from Jones Avenue to Elm Avenue, ending at St Mary's Park, with assistance from the City for the parade at 10:00 a.m., and recommending that the Mayor and City Council approve the BBQ festival downtown, contingent upon items being met as outlined by the administration, subject to insurance requirements being met, and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons. If you choose to approve the parade request from the Monroe County Convention and Visitors Bureau, it is recommended that you include in your motion that the parade request is approved, contingent upon items being met as outlined by the administration, subject to insurance requirements being met, parade permit, emergency vehicle access being maintained, that the MCCTB pay ½ of the City's out of pocket cost to hold the parade ($\$1,856.10 + \$1,283.75 = \$3,139.85 \div 50\% = \underline{\$1,569.93}$), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.

It was moved by Council Member Iacoangeli and seconded by Council Member Rafko that the application to hold the Labor Day BBQ Festival (**only**) be approved, subject to cost recommendations pertinent to the festival only.

Ayes: 6 Nays: 0

Motion carried.

Council Comments.

Council Member Rafko wished everyone happy spring.

Mayor Comments.

Mayor Clark recognized students who were in attendance from MCCC, asked them to raise their hand and then to stand. He explained why the students were at the meeting.

Council Member Iacoangeli noted that Council needs to reconsider item 27 which was tabled at the beginning of the meeting.

27. This item was postponed at the February 17 Council Meeting.

The communication from the City Manager's Office was presented, submitting a request from the Monroe County Convention & Tourism Bureau to reserve dates in 2015 for upcoming Events / Festivals, and recommending that Council approve only the dates of the events with full approvals of the events, be subject to policy, timely submission of event planning details, staff reviews, street closure action by Council and approvals of city financial and logistical support. It was moved by Council Member Iacoangeli and seconded by Council Member Sisk that item 27 be postponed until the March 2 Council Meeting.

It was moved by Council Member Iacoangeli and seconded by Council Member Molenda that item 27 be taken from the table for discussion.

Ayes: 6 Nays: 0

Motion carried.

It was moved by Council Member Iacoangeli and seconded by Council Member Vining that item 27 be accepted, placed on file and the recommendation be carried out.

Ayes: 5 Nays: 1 (Council Member Molenda)

Motion carried.

Mayor Clark commented about Council Agenda items that are postponed and tabled, the recent SEMCOG meeting, Council Budget Work Sessions and National Reading Day.

Clerk-Treasurer Comments.

Michelle J. LaVoy, Clerk-Treasurer commented on absentee ballot applications and the new Accela software that will be used to create Council agendas and minutes.

Mayor Clark announced there will be a Visioning Improvement Session at Monroe News, 20 West First Street on Thursday, March 12 from 6:00 p.m. – 8:00 p.m.

Citizen Comments.

Lee Sharpe, 411 Ypsilanti Street, Dundee, President of Monroe/Lenawee AFL-CIO Central Labor Council thanked Council for their action on the request from the AFL-CIO tonight.

Closed Executive Session.

It was moved by Council Member Iacoangeli and seconded by Council Member Vining that Council convene to Closed Executive Session to discuss Collective Bargaining at 8:08 p.m.

Ayes: 6 Nays: 0

Motion carried.

It was moved by Council Member Hensley and seconded by Council Member Iacoangeli that Council reconvene to open session at 8:59 p.m.

Ayes: 6 Nays: 0

Motion carried.

Adjournment.

It was moved by Council Member Iacoangeli and seconded by Council Member Rafko that the meeting adjourn at 8:59 p.m. until the Regular Meeting on Monday, March 16, 2015 at 7:30 p.m.

Ayes: 6 Nays: 0

Motion carried.

Michelle J. LaVoy
City Clerk-Treasurer

Robert E. Clark
Mayor

Vendor Code	Vendor Name Invoice	Description	Amount	Check #	Check Date
0000004814	AMERICAN SANITATION & SEWER INC 13144	PORTABLE TOILET AIRPORT MARCH 2015	70.00		
TOTAL FOR: AMERICAN SANITATION & SEWER INC			70.00		
0000000063	ARCTIC AIR INC 862	HVAC MAINTENANCE PROGRAM JANUARY 2015	3,063.00		
	864	HVAC MAINTENANCE FEBRUARY 2015	3,063.00		
TOTAL FOR: ARCTIC AIR INC			6,126.00		
0000000094	AUTO TRIM DESIGN 5903	EXPRESS OF MONROE DECAL KIT EXPLORER - FIRE DEPT	585.00		
TOTAL FOR: AUTO TRIM DESIGN EXPRESS OF MONROE			585.00		
0000000106	B&L OFFICE MACHINES 12972	SERVICE CALL REMOVE CASE AND REPAIR	80.00		
	12993	2 HP CP-3505 BLACK TONERS	157.90		
TOTAL FOR: B&L OFFICE MACHINES			237.90		
0000006547	CHEMTRADE CHEMICALS CORPORATION 91459721	LIQUID ALUMINUM SULFATE PURCHASE	3,280.19		
	91471187	LIQUID ALUMINUM SULFATE PURCHASE	3,283.09		
TOTAL FOR: CHEMTRADE CHEMICALS CORPORATION			6,563.28		
MISC	CHRISTOPHER NELSON 3/10/15	MEALS REIMBURSED TRAINING SOUTHGATE MARCH 2-5	41.65		
TOTAL FOR: CHRISTOPHER NELSON			41.65		
0000000204	CINTAS CORPORATION 306 306288864	SHOP TOWEL FOLDED RED	70.84		
	306288865	BLACK MATS	209.80		
TOTAL FOR: CINTAS CORPORATION 306			280.64		
0000005900	CINTAS FIRST AID & SAFETY #325 5002609129	MEDICAL SUPPLIES	129.32		
TOTAL FOR: CINTAS FIRST AID & SAFETY #325			129.32		
0000005701	COMPLUS DATA INNOVATIONS INC 29276	PARKING TICKET COLLECTION FEES FEBRUARY 2015	658.15		
TOTAL FOR: COMPLUS DATA INNOVATIONS INC			658.15		
0000000296	COMPREHENSIVE RISK SERVICES INC 3/11/15	REIMBURSE CRS DISBURSEMENTS # 3737 - 3758	14,406.53		
TOTAL FOR: COMPREHENSIVE RISK SERVICES INC			14,406.53		
0000006494	CRYSTAL FLASH 803382	FIRE DEPT VEHICLE FUEL 1/1/15 TO 1/31/15	611.00		
	803567	FIRE DEPT VEHICLE FUEL 1/16 - 1/18/15	124.80		

Vendor Code	Vendor Name Invoice	Description	Amount	Check #	Check Date
807383		FIRE DEPT VEHICLE FUEL 2/1 - 2/15/15	590.33		
809039		ASSESSOR VEHICLE FUEL 2/15/15 - 2/28/15	21.34		
809040		BUILDING DEPT 2/15/15 - 2/28/15	122.15		
809041		D P S VEHICLE FUEL 2/15/15 - 2/28/15	1,936.99		
809042		ENGINEERING VEHIOCLE FUEL 2/15/15 - 2/28/15	100.57		
809043		FIRE - DPS VEHICLE FUEL 2/15/15 - 2/28/15	746.86		
809044		POLICE DEPT VEHICLE FUEL 2/15/15 - 2/28/15	2,333.88		
809045		WASEWATER VEHICLE FUEL 2/15 - 2/28/15	635.27		
809046		WATER DEPT VEHICLE FUEL 2/15/15 - 2/28/15	1,153.01		
TOTAL FOR: CRYSTAL FLASH			<u>8,376.20</u>		
0000000325	CULLIGAN OF IDA 48051 0215	BOTTLE WATER SERVICE 222 JONES FEBRUARY 2015	37.10		
TOTAL FOR: CULLIGAN OF IDA			<u>37.10</u>		
0000001245	THE DETROIT SALT CO LLC 48732	BULK ROCK SALT - WINTER 2014-15	2,713.64		
	48805	BULK ROCK SALT - WINTER 2014-15	5,213.23		
	48879	BULK ROCK SALT - WINTER 2014-15	2,795.75		
TOTAL FOR: THE DETROIT SALT CO LLC			<u>10,722.62</u>		
000000359A	DTE ENERGY 3189-8 0215	0000-3189-8 915 E FRONT 1/22 - 2/18/15	16,573.83		
	3190-6 0215	0000-3190-6 2205 E FRONT 1/22/15 - 2/18/15	42,374.91		
	3191-4 0215	0000-3191-4 6375 PTE AUX PEAUX 1/22 - 2/18/15	9,899.53		
TOTAL FOR: DTE ENERGY			<u>68,848.27</u>		
0000001494	DUPERON CORPORATION 14536	BARSCREEN REPAIR	2,600.00		
TOTAL FOR: DUPERON CORPORATION			<u>2,600.00</u>		
0000006065	DYKEMA GOSSETT PLLC 1620960	MONTHLY RETAINER AND MISC DISPBURSEMENTS FEBRUARY 2015	5,002.40		
TOTAL FOR: DYKEMA GOSSETT PLLC			<u>5,002.40</u>		
0000006028	ELECTRONIC COMMERCE LINK 10675	MAINTENACE & HOSTING E-GOVBASICS- ADVANCED	3,720.00		
TOTAL FOR: ELECTRONIC COMMERCE LINK			<u>3,720.00</u>		
0000000453	ETNA SUPPLY S101330909.001	MUELLER COMP X COMP COUPLING NO LEAD	991.60		
	S101356367.001	AFC PAPCER #67 C.I.COUPPL.SLV (10)	335.40		
TOTAL FOR: ETNA SUPPLY			<u>1,327.00</u>		
000000463B	FIFTH THIRD BANK 2/27/15	CREDIT CARD PURCHASES FOR FEBRUARY 2015	99,143.76		

Vendor Code	Vendor Name	Description	Amount	Check #	Check Date
TOTAL FOR: FIFTH THIRD BANK			99,143.76		
0000006062	GBS INC GOVERNMENTAL BUSINESS SYS 15-21541	ACCUVOTE PAPER ROLL-PRINTER RIBBONS MARKING PENS I VOTED	215.55		
TOTAL FOR: GBS INC GOVERNMENTAL BUSINESS SYS			215.55		
0000006654	GREENWYCKE COMMONS LDHA 03/11/2015	UB refund for account: 1856	979.01		
	03/11/2015	UB refund for account: 1840	1,536.28		
	03/11/2015	UB refund for account: 1841	160.12		
	03/11/2015	UB refund for account: 1847	515.21		
	03/11/2015	UB refund for account: 1869	529.42		
	03/11/2015	UB refund for account: 1861	917.93		
	03/11/2015	UB refund for account: 1844	748.70		
TOTAL FOR: GREENWYCKE COMMONS LDHA			5,386.67		
0000006391	HEALTH MANAGEMENT SYSTEMS OF AMERIC 6970315	EMPLOYEE ASSISTANCE PROG ACTUAL COUNTS ADJUSTED	222.11		
TOTAL FOR: HEALTH MANAGEMENT SYSTEMS OF AMERIC			222.11		
0000006083	HYDRO-DESIGNS INC 34894-IN	FY 2014-15 Cross Connection Inspection 125 inspections	1,563.00		
TOTAL FOR: HYDRO-DESIGNS INC			1,563.00		
0000000656	INSTITUFORM TECHNOLOGIES USA, INC. 3/6/15 EST# 3	2014 SANITARY SEWER REHABILITATION PROGRAM PER 7/7/14 COU	21,659.20		
TOTAL FOR: INSTITUFORM TECHNOLOGIES USA, INC.			21,659.20		
0000000696	JCI JONES CHEMICALS INC 647692	SODIUM HYPOCHLORITE PURCHASE	2,971.52		
TOTAL FOR: JCI JONES CHEMICALS INC			2,971.52		
0000000731	KUSHNER & COMPANY INC. 52451	FSA & COBRA ADMINSTRATIVE FEE	332.70		
TOTAL FOR: KUSHNER & COMPANY INC.			332.70		
0000006357	LAKESHORE ENERGY SERVICES LLC 200-1502-1945	LAKESHORE ENERGY INVOICE ALLOCATION	21,460.04		
TOTAL FOR: LAKESHORE ENERGY SERVICES LLC			21,460.04		
MISC	LITWIN, APRIL 3/10/15	REFUND CODY COED T-BALL REGISTRATION	27.00		
TOTAL FOR: LITWIN, APRIL			27.00		
MISC	MACEO 3/10/15	MACEO 2 DAY CONFERENCE & ANNUAL DUES	190.00		
TOTAL FOR: MACEO			190.00		

Vendor Code	Vendor Name Invoice	Description	Amount	Check #	Check Date
000000928	MICHIGAN FIRE INSPECTORS SOCIETY 2/27/15	CFI-I PROGRAM APPLICATION	350.00		
TOTAL FOR: MICHIGAN FIRE INSPECTORS SOCIETY			<u>350.00</u>		
0000005744	STATE OF MICHIGAN 3/2/15	IFT/OPT MONROE-JEFFERSON SCHOOL OPERATING	37,322.39		
TOTAL FOR: STATE OF MICHIGAN			<u>37,322.39</u>		
0000000844	MONROE COUNTY CHAMBER OF COMMERCE 466958	MEMBERSHIP INVESTMENT	320.00		
TOTAL FOR: MONROE COUNTY CHAMBER OF COMMERCE			<u>320.00</u>		
0000000848	MONROE COUNTY DRAIN COMMISSION 3/11/15	APPLICATION & PERMIT DEE SIOIL EROSION & SEDIMENTATION CO	400.00		
TOTAL FOR: MONROE COUNTY DRAIN COMMISSION			<u>400.00</u>		
0000000850	MONROE COUNTY FIREFIGHTERS ASSN LS1-5813-15 LS2-5813-15	FIRE OFFICER III SERIES: LEADERSHIP I CLASS (2 STUDENTS) FIRE OFFICER III SERIES: LEADERSHIP II CLASS (2 STUDENTS)	160.00 160.00		
TOTAL FOR: MONROE COUNTY FIREFIGHTERS ASSN			<u>320.00</u>		
0000000858	MONROE COUNTY ROAD COMMISSION 413777	BLACK TOP PATCH (COLD MIX)	1,047.18		
TOTAL FOR: MONROE COUNTY ROAD COMMISSION			<u>1,047.18</u>		
0000000870	MONROE INDUSTRIAL SUPPLY CO 38-2475	C-FOLD TOWELS, HAND SOAP & TOILET PAPER	113.82		
TOTAL FOR: MONROE INDUSTRIAL SUPPLY CO			<u>113.82</u>		
000000838B	CITY OF MONROE ELMA20501 0115 MAP104701 0115 MONR10102 0115	ELMA-000205-0000-01 205 W ELM 11/20 - 2/13/15 MAP 001047-0000-01 1047 MAPLE 11/4 - 2/9/15 MONR-000101-0000-02 101 N MONROE 11/10 - 2/13/15	31.91 10.02 10.02		
TOTAL FOR: CITY OF MONROE			<u>51.95</u>		
MISC	NADEAU, TY 03/11/2015	UB refund for account: 17359	29.00		
TOTAL FOR: NADEAU, TY			<u>29.00</u>		
0000006254	PRANAM GLOBALTECH INC 12/9/14 #1 3/9/15	FIX PROGRAM PROJECT FOR 502 WINCHESTER, COUNCIL APPROVED FIX Program 1840 Bayview, Approved by Council on 12/15/14	2,500.00 8,760.00		
TOTAL FOR: PRANAM GLOBALTECH INC			<u>11,260.00</u>		
0000006638	RENEGADE ARMOR 2014-1265	BALLISITC VEST	595.06		

Vendor Code	Vendor Name Invoice	Description	Amount	Check #	Check Date
TOTAL FOR: RENEGADE ARMOR			595.06		
0000001581	RIO SUPPLY MICHIGAN METER INC 93807	ANTENNA ASSY SLIP-ON LOW PROFILE ECODER	450.00		
TOTAL FOR: RIO SUPPLY MICHIGAN METER INC			450.00		
0000001743	SCHINDLER ELEVATOR CORP 8103956243	PREVENTIVE MAINTENACE QUARTERLY BILLING	1,086.93		
TOTAL FOR: SCHINDLER ELEVATOR CORP			1,086.93		
0000001183	SNOW'S NURSERY INC 144511	TERRACE TREES FALL 2014	4,480.00		
TOTAL FOR: SNOW'S NURSERY INC			4,480.00		
0000004895	STONECO OF MICHIGAN-DENNISTON 847236	STONE FOR BACKFILL	211.63		
	847376	STONE FOR BACKFILL	186.76		
TOTAL FOR: STONECO OF MICHIGAN-DENNISTON			398.39		
0000006335	R J THOMAS MANUFACTURING COMPANY 173348	LID DOME PLASTIC 24" ID BLACK	940.00		
TOTAL FOR: R J THOMAS MANUFACTURING COMPANY			940.00		
0000006088	UNIQUE LASER ENGRAVING & KEEPSAKES 900	10 TAXI CAB PLATES WOOD GRAIN	106.00		
TOTAL FOR: UNIQUE LASER ENGRAVING & KEEPSAKES			106.00		
0000001289	UNITED STATES POSTAL SERVICE 3/3/2015	# 910 ELECTION POSTAGE ACCOUNT	1,000.00		
TOTAL FOR: UNITED STATES POSTAL SERVICE			1,000.00		
0000005778	URS CORPORATION 6174183	PROFESSIONAL SERVICES - OZONE SYSTEM MODIFICATION	3,431.52		
TOTAL FOR: URS CORPORATION			3,431.52		
TOTAL - ALL VENDORS			346,605.85		

Balance Detail Report
City Of Monroe
03/12/2015 09:14

Account: ██████████-Checking - General - **Report On: Previous Day Data**
USD
Start Date: 02/26/2015 00:00 **Transaction Groups: ACH Debit**
End Date: 03/11/2015 23:59 **ZBA Display: Both Credit and Debit**
Sorted By: Account Number, Date, Credit/Debit
Orientation: Portrait

Bank ABA# : Fifth Third Bank (Northwestern Ohio) - ██████████

Account : ██████████-Checking - General - USD

Date	Transaction Type	Customer Ref. #	Bank Ref. #	Credit Amount	Debit Amount
03/02/2015	ACH Debit Received		100108454944		34.56
	Description: RETURN SETTLE RETURN 9140 030215				
03/02/2015	ACH Debit Received		100108428034		2,412,054.89
	Description: CITYOFMONR 1243 TAX TRANS 3860046383 030215 OFFSET TRANSACTION				
03/03/2015	ACH Debit Received		100103335248		152.45
	Description: GLOBAL PAYMENTS BANKCARD PROCESSING GLOBAL STL 601101434472831 CITY OF MONROE 030315				
03/03/2015	ACH Debit Received		100109264411		383,885.00
	Description: BCBS Michigan ASC 007006055 CITY OF MONROE 030315				
03/05/2015	ACH Debit Received		100101654523		24.51
	Description: AMERICAN EXPRESS PAYMENT DATE 15064 AXP DISCNT 3211780184 CITY OF MONR3211780184 030515				

	Credits	Debits
Total Amount	0.00	2,796,151.41
Total Number of Items	0	5

Confidential

Balance Detail Report
City Of Monroe
03/12/2015 09:17

Account: ██████████ **Checking - Payroll - USD** **Report On: Previous Day Data**
Start Date: 02/26/2015 00:00 **Transaction Groups: ACH Debit**
End Date: 03/11/2015 23:59 **ZBA Display: Both Credit and Debit**
Sorted By: Account Number, Date, Credit/Debit
Orientation: Portrait

Bank ABA# : Fifth Third Bank (Northwestern Ohio) - ██████████

Account : ██████████-Checking - Payroll - USD

Date	Transaction Type	Customer Ref. #	Bank Ref. #	Credit Amount	Debit Amount
02/26/2015	ACH Debit Received		100101884067		212.31
	Description: FUNDS TRANSFER TO CK: XXXXXX7018 REF # 00652655334				
02/26/2015	ACH Debit Received		100108569897		1,965.52
	Description: CITYOFMONR 9653 CHILD SUPP 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569861		2,220.53
	Description: CITYOFMONR 9653 NWRS 457 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569857		2,617.29
	Description: CITYOFMONR 9653 DUES 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569907		5,059.20
	Description: CITYOFMONR 9653 RHS 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569906		7,399.08
	Description: CITYOFMONR 9653 RHCF 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569858		10,026.46
	Description: CITYOFMONR 9653 ICMA 457 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569894		77,570.99
	Description: CITYOFMONR 9653 PENSION 3860046380 022615 OFFSET TRANSACTION				
02/26/2015	ACH Debit Received		100108569869		238,536.04
	Description: CITYOFMONR 9653 PAYROLL 3860046380 022615 OFFSET TRANSACTION				
02/27/2015	ACH Debit Received		100100840017		8,068.00
	Description: FIFTH THIRD HSA PRETAX BENEFIT TRANS 5TH3RD HSA 9405386004638 CITY OF MONROE 022715				
03/04/2015	ACH Debit Received		100107754005		84,637.37
	Description: CITYOFMONR 9653 TAX PYMT 3860046380 030415 OFFSET TRANSACTION				
			Credits	Debits	
Total Amount			0.00	438,312.79	
Total Number of Items			0	11	

Confidential

Memo

To: Mayor and City Council
From: Dan Swallow
Dir. of Economic and Community Devel
CC: George Brown, City Manager
Date: 3/10/2015
Re: Agenda Item 21: Neighborhood Enterprise Zones



After the City Council work session on March 2, the Economic & Community Development Division staff, together with the City Assessor's Office and the City Attorney conducted additional research related to the "Homestead Facility" provisions in the Neighborhood Enterprise Zone Act (PA 147 of 1992). It is our consensus that establishment of Neighborhood Enterprise Zones (NEZ's) must be **all-inclusive** and cannot purposefully exclude one of the three eligible property types- Homestead Facility, New Facility, or Rehabilitated Facility (As defined by the Act). Nevertheless, it should be noted that other municipalities in Michigan that have adopted NEZ's (Exp. City of Grand Rapids and City of Wyandotte) focus their programs on new and rehabilitated facilities only, and do not promote the use of the Homestead Facility category. It is reasonable to deduce they do not highlight this provision in the Act for some of the same reasons discussed at the March 2 work session (exp. minimal investment required). I will be contacting the above mentioned municipalities in an attempt to verify this presumption.

In response to the outcome of this research, I have added the Homestead Facility definition and corresponding references to the proposed ordinance that codifies the procedures for establishment of Neighborhood Enterprise Zones in the City [(Proposed Ordinance 15-002- Chapter 448: Neighborhood Enterprise Zones) (See Attached Revisions)]. It is important to note that adoption of this proposed ordinance does **not** establish the actual zones; it only set up the criteria and procedures as outlined in the Act. City Council must subsequently adopt a resolution or multiple resolutions to designate the geographic areas of the Zones and document the following specific findings- *the proposed neighborhood enterprise zone(s) is consistent with the master plan; the neighborhood preservation and economic development goals; and the local governmental unit's goals, objectives, and policies relative to the maintenance, preservation, improvement, and development of housing*

for all persons regardless of income level living within the proposed neighborhood enterprise zone(s).

As noted in previous discussions, the City must also adopt a housing inspection ordinance. I have incorporated language into proposed ordinance 15-002, Neighborhood Enterprise Zones, which sets up this inspection program for the NEZ properties, and meets the minimum requirements of the Act. I also have drafted a more detailed Residential Dwelling Certification (a.k.a. Time-of-Sale) ordinance that better defines the program, which I plan to bring forward for its first reading at the April 6 City Council meeting. This proposed ordinance is currently drafted to **only** apply to NEZ properties, but could easily be amended to apply City-wide. It is my recommendation that the City start with a Residential Dwelling Certification program that only applies to NEZ properties in order to get the program up and running and work out any procedural issues. After the program is established and better understood by the regulated community, City Council can then have an experienced policy discussion on the merits of a City-wide program.

Due to the extended discussion on the provisions of the NEZ Act, I am proposing the following updated timeline:

- **March 16-** Second Reading for Adoption of the Neighborhood Enterprise Zone ordinance.
- **April 6-** First Reading of the Residential Dwelling Certification ordinance.
- **April 20-** Public Hearing and Second Reading for adoption of the Residential Dwelling Certification ordinance.
- **May 4-** Adoption of the Resolution(s) establishing the Neighborhood Enterprise Zones.

ORDINANCE 15-002

An Ordinance to add Chapter 448. Neighborhood Enterprise Zones to the Code of the City of Monroe.

THE CITY OF MONROE ORDAINS:

1 **SECTION 1. ADDITION OF CHAPTER 448. NEIGHBORHOOD ENTERPRISE ZONES**

2 **Chapter 448: Neighborhood Enterprise Zones**

3

4 **GENERAL REFERENCES**

5 Blight — See Ch. 210.

6 Construction codes and regulations — See Ch. 275.

7 Property maintenance — See Ch.525.

8

9 **STATUTORY REFERENCES**

10 Michigan Neighborhood Enterprise Zone Act, Public Act 147 of 1992, as amended, being MCLA 207.771
11 et seq.

12

13 **§ 448-1 Purpose.**

14 The purpose of this Chapter is to preserve City of Monroe neighborhoods and to further
15 the maintenance, preservation, improvement and development of housing for all
16 persons regardless of income level; to provide that the City, by resolution, may
17 designate one or more neighborhood enterprise zones pursuant to the Michigan
18 Neighborhood Enterprise Zone Act, Public Act 147 of 1992, as amended, being MCLA
19 207.771 et seq.; and to encourage, through ad valorem property tax benefits
20 established by said Act, the **investment in existing structures and** construction of
21 new structures that have as their primary purpose owner-occupied one or two unit
22 residential housing, and the rehabilitation of existing structures having as their primary
23 purpose residential housing consisting of one to eight units, by bringing them into
24 conformity with minimum standards of the Property Maintenance Code of the City of
25 Monroe and improving the livability of units.

26

27 **§ 448-2 Definitions.**

28 As used in this Chapter:

29

30 **CERTIFICATE OF COMPLIANCE**

31 Certificate issued by the Building Official / Zoning Administrator, or his or her
32 designee, attesting to the fact that a new or rehabilitated facility for which an
33 enterprise zone certificate is in effect is in compliance with the construction, property
34 maintenance and blight codes of the City.

35

36 **HOMESTEAD FACILITY**

37 **An existing structure, purchased by or transferred to an owner after December**
38 **31, 1996, that has as its primary purpose residential housing consisting of 1 or**
39 **2 units, 1 of which is occupied by an owner as his or her principal residence**
40 **and that is located within a subdivision platted pursuant to state law before**
41 **January 1, 1968.**

42

43 **NEIGHBORHOD ENTERPRISE ZONE**

44 Zone designated by the City Council by resolution as a neighborhood enterprise
45 zone pursuant to the requirements of the Michigan Neighborhood Enterprise Zone
46 Act, Public Act 147 of 1992, as amended, being MCLA 207.771 et seq.

47

48 **NEIGHBORHOD ENTERPRISE ZONE CERTIFICATE**

49 Certificate as defined and issued pursuant to the Neighborhood Enterprise Zone Act.

50

51 **NEW FACILITY**

52 New structure or a portion of a new structure that has as its primary purpose
53 residential housing consisting of one or two units, one of which is or will be occupied
54 by an owner as his or her principal residence. "New facility" includes a new
55 individual condominium unit, in a structure with one or more condominium units,
56 which has as its primary purpose residential housing and that is or will be occupied

57 by an owner as his or her principal residence. "New facility" does not include
58 apartments.

59

60 **OWNER**

61 The record title holder of, or the vendee of the original land contract pertaining to, a
62 new facility or a rehabilitated facility for which a neighborhood enterprise zone
63 certificate is applied for or issued.

64

65 **REHABILITATED FACILITY**

66 Existing structure or a portion of a structure with a current true cash value of eighty
67 thousand dollars (\$80,000.00) or less per unit, that has or will have as its primary
68 purpose residential housing consisting of one to eight units, the owner of which
69 proposes improvements that, if done by a licensed contractor, would cost in excess
70 of five thousand dollars (\$5,000.00) per owner-occupied unit or fifty (50) percent of
71 the true cash value, whichever is less; or seven thousand five hundred dollars
72 (\$7,500.00) per non-owner-occupied unit or fifty (50) percent of the true cash value,
73 whichever is less, or the owner proposes improvements that would be done by the
74 owner and not a licensed contractor and the cost of the materials would be in excess
75 of three thousand dollars (\$3,000.00) per owner-occupied unit or four thousand five
76 hundred dollars (\$4,500.00) per non-owner-occupied unit, and will bring the structure
77 into conformity with minimum standards in the Property Maintenance Code of the
78 City of Monroe for occupancy or improve the livability of the units while meeting
79 minimum standard of the Property Maintenance Code of the City of Monroe.

80 "Rehabilitated facility" also includes an individual condominium unit, in a structure
81 with one or more condominium units, that has as its primary purpose residential
82 housing, the owner of which proposes the above described improvements.

83 "Rehabilitated facility" does not include a facility rehabilitated with the proceeds of an
84 insurance policy for property or casualty loss.

85

86 **§ 448-3 Designation of zones.**

87 The City, by resolution, may designate one or more neighborhood enterprise zones.

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A. A neighborhood enterprise zone shall contain not less than ten (10) platted parcels of land. All the land within a neighborhood enterprise zone shall also be compact and contiguous.

B. The total acreage of the neighborhood enterprise zones designated under this section shall not exceed fifteen (15) percent of the total acreage contained within the boundaries of the City.

§ 448-4 Application for certificate.

Once a Neighborhood Enterprise Zone is established in the manner provided in § 448-3 and the Neighborhood Enterprise Zone Act, any person who proposes to invest in a homestead facility, construct a new facility, or to rehabilitate property located in a Neighborhood Enterprise Zone, and who intends to seek the tax benefits provided in the Neighborhood Enterprise Zone Act, may file an application for a Neighborhood Enterprise Zone Certificate with the City Clerk-Treasurer. The application must be filed before a building permit is issued for the work proposed and shall be filed in the form and manner prescribed for in said Act. The City shall charge a non-refundable application fee which shall be set by City Council resolution and paid with the filing of the application. The application for a certificate shall be subject to the requirements, approvals and conditions of the Neighborhood Enterprise Zone Act.

§ 448-5 Inspections and issuance of certificate of compliance.

A. Before the sale of a homestead facility, new facility or a rehabilitated facility for which a neighborhood enterprise zone certificate is in effect, the Owner shall file an application for a Certificate of Compliance with inspection by the City Building Department, ~~shall be requested and made~~ and an inspection shall be completed by the Building Department or a registered private inspector in accordance with Chapter 525, Property Maintenance. The City shall charge a non-refundable application fee and an optional inspection fee for

118 inspections conducted by the Building Department, which shall be set by
119 City Council resolution and paid with the filing of the application.

120

121 B. No sale of any homestead facility, new or rehabilitated facility for which a
122 neighborhood enterprise zone certificate is in effect may be finalized until there is
123 compliance with the construction, property maintenance and blight codes of the
124 City, and a Certificate of Compliance attesting to the fact is issued by the Building
125 Official or his or her designee in accordance with Chapter 525, Property
126 Maintenance.

127

128 § 448-6: § 448-14 Reserved

129

130 **SECTION 2. REPEALER**

131 This Ordinance repeals and replaces all former ordinances or parts thereof conflicting
132 or inconsistent with the provisions of this Ordinance.

133 **SECTION 3. SAVINGS CLAUSE**

134 All proceedings pending and all rights and liabilities existing, acquired or incurred at
135 the time this Ordinance takes effect are saved and may be consummated according to the
136 law in force when they are/were commenced.

137 **SECTION 4. SEVERABILITY.**

138 If any section, subsection, sentence, clause or phrase of this Ordinance is declared
139 unconstitutional by a court of competent jurisdiction, such decision or holding shall not affect
140 the validity of the remaining portions of this Ordinance.

141 **SECTION 5. EFFECTIVE DATE.**

142 This Ordinance shall be in full force and effect Twenty (20) days after final passage and
143 publication.



CITY COUNCIL AGENDA FACT SHEET

RELATING TO: REQUEST FROM THE MONROE ROTARY CLUB FOR PERMISSION TO HOLD THE 3RD ANNUAL SUPERHERO 5K RUN/WALK ON MAY 2, 2015

DISCUSSION: The City received a request from the Monroe Rotary Club for permission to hold the 3rd Annual Superhero 5K Run/Walk on May 2, 2015 at 8:00 a.m. Specifically the request is to run on the affected streets (see attached) and for assistance from the City and Police Department and for a fee waiver.

The route spans 3.1 linear miles in length and will be in the roadway through downtown, and nearby residential neighborhoods on the south side of the River Raisin and off any main thoroughfares. The Club's members will marshal the course at the intersections along with the Police Department. Last year's event had 150 runners participate and the organizers are expecting approximately the same number this year.

The request was reviewed by the administrative staff. We do not foresee any problems with this request subject to emergency vehicle access being maintained, special event application, all insurance requirements are met, and receipt of deposit in full of estimated costs no later than 14 days prior to event.

The Police Department has no objections to the revised race route as presented. Staff will coordinate with DPS and the Monroe Rotary Club and coordinate which intersections will be staffed by the Police Department (major intersections) and which intersections would be staffed with volunteer race marshals to assure that all safety aspects are covered. A minimum of eight officers will be needed for the event. The estimated cost to staff the event is \$1,272.07. Limited involvement will be needed from DPS for road closures, as officers can temporarily close the majority of the intersections with their patrol cars and motor units.

The Department of Public Services has no objections and will have very little involvement, as the Police Department will control the event.

Therefore, it is recommended, that City Council approve this request contingent upon items being met as outlined by the administration, subject to insurance requirements being met, and that Monroe Rotary pay half (1/2) of the City's extra out-of-pocket cost to provide logistics and public safety support for the event ($\$1,272.07 \div 50\% = \636.03), and that the City Manager be granted authority to alter/amend the event due to health and/or safety reasons.

CITY MANAGER RECOMMENDATION:

- For
- For, with revisions or conditions
- Against
- No Action Taken/Recommended

APPROVAL DEADLINE:

REASON FOR DEADLINE:

STAFF RECOMMENDATION: For Against

REASON AGAINST:

INITIATED BY: City Manager's Office

PROGRAMS, DEPARTMENTS, OR GROUPS AFFECTED: D.P.S., Police, Attorney, Engineering, Fire, Finance, Planning, and Manager

FINANCES

COST AND REVENUE PROJECTIONS:

Cost of Total Project	\$
Cost of This Project Approval	\$
Related Annual Operating Cost	\$
Increased Revenue Expected/Year	\$

SOURCE OF FUNDS:

City

Account Number

Amount

\$
\$
\$
\$
\$
\$
\$
\$
\$

Other Funds

Budget Approval: _____

FACT SHEET PREPARED BY: City Manager's Office

DATE: 3/6/15

REVIEWED BY:

DATE:

COUNCIL MEETING DATE: 3/16/15

The Rotary Club of Monroe

February 17, 2015

Re: Request of Fee Waiver

Dear Mayor and Council:

The Rotary Club of Monroe is asking for your support and a fee waiver for an event we seek to hold in the City of Monroe on Saturday, May 2, 2015. We are proposing our 3rd Annual Superhero 5k Run/Walk event through downtown Monroe to raise funds to support service projects and charitable efforts. This event will closely mimic the events that have been hosted the past two years.

The decision to hold the race in the downtown area was simple. As a club we not only look to support our community through service and charity, but also to highlight our community. The race will start and finish in Loranger Square by taking runners through the same downtown neighborhoods used last year. Our proposed route is identical to the route used last year.

Any expenses that we could forego help build our funds and allow us to provide additional service to the community. We hope you can assist us in this endeavor and, as always, we look forward to partnering with you to make our city a great place to live and visit.

If you have any further questions about this event, please feel free to call me at 734-457-1092. I can be reached by email at mbudds@rcolaw.com.

Sincerely,



Matthew D. Budds
Superhero 5k Committee Member
Rotary Club of Monroe

RECEIVED

MAR - 4 2015

MAYOR'S OFFICE

RECEIVED

MAR 04 2015

BUILDING DEPARTMENT
City of Monroe, Mich.

CITY OF MONROE
TEMPORARY USES, SALES, BUILDINGS;
SEASONAL OR SPECIAL EVENTS
APPLICATION

Name of Applicant (Organization): Rotary Club of Monroe

Contact Person: Matthew Budds

Address: 23 E. Front St., Suite 101

Phone: 734-457-1092 Fax: 734-457-1094

Dates Requested: May 2, 2015

Location Requested: City Park Private Property Public Property

PROJECT LOCATION (Address): See attached

PROPERTY OWNER INFORMATION

Name: City of Monroe / County of Monroe

Address: _____

Phone: _____ Fax: _____

EVENT DESCRIPTION:

3rd annual event. 5K Run/Walk event starting and ending in Loranger Square and proceeding through city neighborhoods (see attached map).

Estimated start time is 8:00 a.m. and ending time is approximately

noon. The event will be substantially similar to the event held the last 2 years.

TYPE OF BUSINESS ON SITE: _____

Application Fee	\$ 150.00
\$20.00 wk	\$
Total Fee	\$

SIGNATURES (I/we hereby apply for a temporary use/special event permit in accordance with Section 12.69.25 of the City of Monroe Zoning Ordinance. The information, plans and materials submitted herewith in support of this application are, to the best of my/our knowledge, true and correct):

OWNER: _____

DATE: _____

APPLICANT: Matthew Budds

DATE: 2-17-15 RECEIVED

MAR - 4 2015

Monroe Rotary's Superhero 5k

Event Description: A 5k run/walk through the city to showcase our downtown, neighborhoods and riverfront. Our goal is not only to raise funds for future community service projects but to highlight and promote our city and bring people downtown for a fun, family oriented event.

Event Time: Starts approximately 8am and ends approximately 12 noon.

Event Location: Staging Area is Loranger's Square. Race Start and Finish are Loranger's Square. The gazebo will most likely be used during the event.

Race Course: (see attached map)

Event Parking: Participants will be encouraged to park in public city parking lots including;

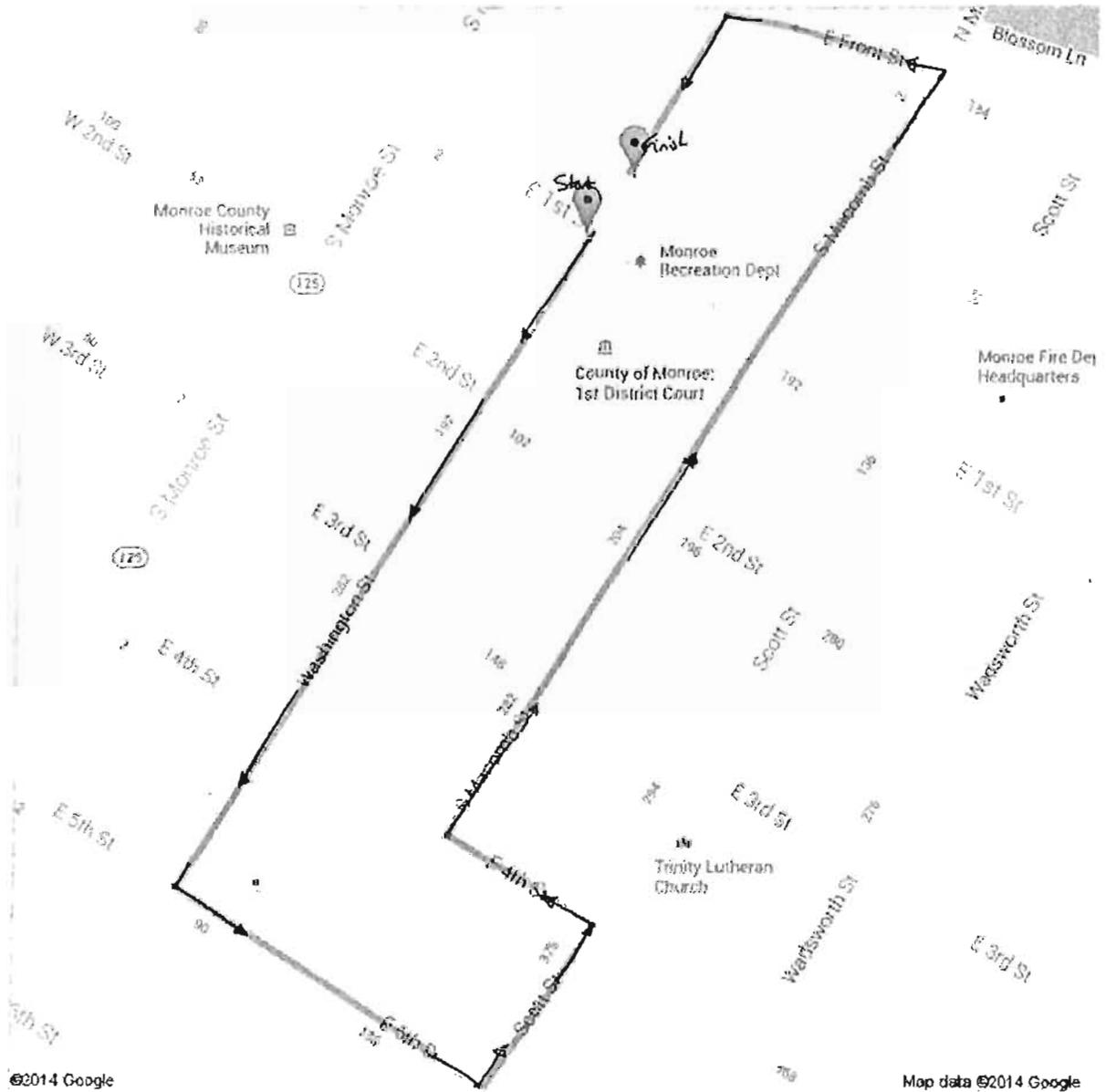
1. Lorel-Finzel lot on Front St.
2. St. Mary's lot on Elm Ave.
3. Public Parking lot next to Subway on the corner of Monroe and Elm.
4. Public Parking lot on Front and Macomb.
5. Street Parking were permitted.

Traffic: Traffic cones and volunteers will be placed at all cross streets to block traffic when needed. Patrol cars to block traffic where needed. Possible leap frog as last year.

Safety: 2 First Aid stations are planned, 1 at the start/finish line and 1 along the course. One water station will be placed along the course near the 2 mile mark.

Trash: Each water station will have trash bins and volunteers to collect trash. Trash bins will be needed in Loranger's Square. Volunteers will help collect the trash.

Sanitation: We will rent a few portable toilets and place on the north end of the square.



©2014 Google

Map data ©2014 Google

Monroe Rotary Superhero Kid's Mile

Public · 582 views

Created on Feb 2, 2013 ·

-  Superhero Kid's Mile
-  Kid's Dash Start
-  Kid's Dash Finish



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
02/17/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER LOCKTON COMPANIES,LLC-K CHICAGO 525 W. Monroe, Suite 600 CHICAGO IL 60661 (312) 669-6900	CONTACT NAME: Lockton Companies	
	PHONE (A/C, No., Ext): 1-800-921-3172 FAX (A/C, No): 1-312-681-6769 E-MAIL ADDRESS: Rotary@lockton.com	
INSURED All Active US Rotary Clubs & Districts Attn: Risk Management Department 1560 Sherman Ave. Evanston, IL 60201-3698	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A: Westchester Fire Insurance Company	10030
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES ROTIN01 CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Liquor Liability Included GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			PMI G23861355 006	7/1/2014	7/1/2015	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ XXXXXXXX PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 10,000,000 PRODUCTS - COM/OP AGG \$ 4,000,000 \$
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			PMI G23861355 006	7/1/2014	7/1/2015	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ XXXXXXXX BODILY INJURY (Per accident) \$ XXXXXXXX PROPERTY DAMAGE (Per accident) \$ XXXXXXXX \$ XXXXXXXX
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			NOT APPLICABLE			EACH OCCURRENCE \$ XXXXXXXX AGGREGATE \$ XXXXXXXX \$ XXXXXXXX
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y <input checked="" type="checkbox"/> N <input type="checkbox"/> N/A If yes, describe under DESCRIPTION OF OPERATIONS below			NOT APPLICABLE			PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ XXXXXXXX E.L. DISEASE - EA EMPLOYEE \$ XXXXXXXX E.L. DISEASE - POLICY LIMIT \$ XXXXXXXX

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
The Certificate Holder is included as Additional Insured where required by written and signed contract or permit subject to the terms and conditions of the General Liability policy, but only to the extent bodily injury or property damage is caused in whole or in part by the acts or omissions of the insured.

CERTIFICATE HOLDER Requestor Name: City of Monroe 120 E. First St. Monroe, MI 48162 RE: Monroe Rotary Club #3044. For the 3rd Annual Superhero 5k Run/Walk to be held downtown Monroe, starting and ending in Loranger Square on May 2, 2015	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

City of Monroe

120 E. First Street
Monroe, MI 48161-2169
(734) 384-9186

Building Department

Invoice For Permit: PBD-15-0053

Date: 03/04/2015

Pay by Account In Full



Pay by Account In Full

\$ 150.00

Rotary Club of Monroe
23 E. Front St. Ste 101
MONROE MI 48161

Invoice Number	Permit Number	Address	Amount Due
00043723	PBD-15-0053	120 E FIRST ST	\$ 150.00



Fee Details:	Quantity	Description	Balance
	1.00	Special Event	\$ 150.00

Total Amount Due

\$ 150.00

City of Monroe
Treasurers Office
120 E. First Street
Monroe, MI 48161
Phone : (734) 243-0700

Received From:
Rotary Club of Monroe
23 E. Front St. Ste 101
MONROE MI 48161

Date: 03/04/2015
Time: 3:10:26 PM
Receipt: 587864
Cashier: slaboe
Workstation: STN2
Drawer: 1

ITEM REFERENCE	AMOUNT
BDINV Building Dept. Inv	
00043723	\$150.00
TOTAL	\$150.00
CHECKS 4739	\$150.00
Total Tendered:	\$150.00
Change:	\$0.00

Memorandum

To: Thomas C. Moore III, Chief of Police
From: Lt. Gregory N. Morgel
CC: Patricia Weaver, Executive Secretary to the Mayor/Manager City of Monroe, file
Date: March 5, 2015
Re: *"Superhero 5K Run/Walk" - Saturday, May 2, 2015 @ 8:00 am*

The "Monroe Rotary Club" is planning a "Superhero 5K Run/Walk" for Saturday, May 2, 2015 at 8:00 am. The majority of the race will be in the roadway through downtown, and nearby residential neighborhoods on the south side of the River Raisin and off any main thoroughfares. The route is detailed below. Last year's event had 150 runners and the organizers are expecting approximately the same number this year.

To provide maximum safety to the runners, a minimum of nine officers will be needed to staff this run; eight officers and a supervisor. The officers assigned to the event will leap frog intersections to ensure constant traffic control. Several volunteer race marshals will assist along the course at minor intersections. The estimated cost to staff this event will be approximately **\$1,272.07**. This amount includes one hour of planning time.

DPS will not be involved, as the officers can temporarily close the majority of the intersections with their patrol cars and motor units, as the runners pass by. Last year's run was over in little more than an hour.

RACE ROUTE

The participants will start in Loranger Square (East First Street & Washington Street) and proceed S/B on Washington Street to East Fifth Street. The participants will head E/B on East Fifth Street to Navarre Street. The participants will head N/B on Navarre Street to East Third Street. They will head W/B on East Third Street to Scott Street and then head S/B on Scott Street to East Fifth Street. The runners will then head W/B on East Fifth Street to South Macomb Street. The participants will head N/B on South Macomb Street to East Front Street. They will then head E/B on East Front Street to Navarre Street. The runners will then head S/B on Navarre Street to East First Street. They will then head E/B on East First Street to Kentucky Avenue. The participants will then proceed N/B on Kentucky Avenue to East Front Street. They will then travel W/B on East Front Street back to Washington Street and then turn left (S/B) on Washington Street to the finish line at East First Street, where they will finish in Loranger Square.

Listed below is a link to the race route:

<https://maps.google.com/maps/ms?msid=213086048203350826104.0004d7438571292bc354d&msa=0&ll=41.913671,-83.393644&spn=0.005357,0.013078>



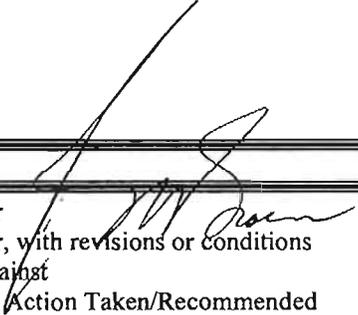
CITY COUNCIL AGENDA FACT SHEET

RELATING TO: Resolution setting the annual date for the cutting of weeds and grasses as April 27, 2015.

DISCUSSION: Resolution as prescribed by Ordinance No. 05-004, setting the annual date for the cutting of weeds and grasses and other items subject to Ordinance No 05-004.

It is recommended that the resolution be adopted.

CITY MANAGER RECOMMENDATION:

- For
 - For, with revisions or conditions
 - Against
 - No Action Taken/Recommended
- 

APPROVAL DEADLINE:

REASON FOR DEADLINE:

STAFF RECOMMENDATION: For Against

REASON AGAINST:

INITIATED BY: Michelle J. LaVoy, City Clerk/Treasurer

PROGRAMS, DEPARTMENTS, OR GROUPS AFFECTED:

FINANCES

COST AND REVENUE PROJECTIONS:

Cost of Total Project	\$
Cost of This Project Approval	\$
Related Annual Operating Cost	\$
Increased Revenue Expected/Year	\$

SOURCE OF FUNDS:

City

Account Number

Amount

\$
\$
\$
\$
\$
\$
\$
\$

Other Funds

Budget Approval: _____

FACT SHEET PREPARED BY: Sharon C. Malotky *SCM*

DATE: 03-10-15

REVIEWED BY: Patrick Lewis, Director of Engineering & Public Services

DATE: 03-10-15

REVIEWED BY: Michelle J. LaVoy, City Clerk-Treasurer *MJL*

COUNCIL MEETING DATE: 03-16-15

CITY OF MONROE
WEED & GRASS CUTTING NOTICE

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WHEREAS, pursuant to the provisions of Ordinance No. 05-004 the City Council must set an annual date for the destruction, removal or cutting of weeds, grasses, or plants which endanger public property or the health or safety of the public; and

WHEREAS, it has been determined that such weeds, grasses, or plants shall not be allowed to grow in excess of eight (8) inches in height; and

WHEREAS, every owner, possessor or occupier of land and every person having charge of any land in the City, shall destroy, remove or cut any and all weeds, grasses, or plants which exceed eight (8) inches in height on or after the annual date established by City Council.

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of Monroe sets April 27, 2015, as the annual date for the destruction, removal or cutting of weeds, grasses, or plants which exceed the height requirements set forth in Ordinance No. 05-004.

BE IT FURTHER RESOLVED, that all weeds, grasses or plants must be removed or cut as often thereafter as necessary to comply with Ordinance No. 05-004.

BE IT FURTHER RESOLVED, that should such weeds, grasses or plants not destroyed, removed, or cut, by the owner, possessor or occupier of land or persons having charge of any land in the City by April 27, 2015, the removal or cutting shall be undertaken by the

1 City of Monroe and the cost for such work shall be assessed to the property as provided by
2 City of Monroe Charter and Ordinance No. 05-004.

3 Michelle J. LaVoy
4 City Clerk-Treasurer



CITY COUNCIL AGENDA FACT SHEET

RELATING TO: Approval of a Professional Services Agreement with **New Moon Visions** to Develop a Brand Position and Strategy for the City of Monroe

DISCUSSION: The City advertised a Request For Proposals (RFP) to identify a professional consulting firm to guide the City in developing an updated and contemporary community brand, related creative elements, a marketing strategy and an implementation plan. The overarching goal of the “Branding Strategy” is to have a unifying message that will contribute to generating tangible increases in community pride, in-migration, commercial activity, economic and community development, tourism and broader awareness of the City’s desirability as a destination.

The broad objectives of the Branding Strategy include the following:

- Distinguish City of Monroe from other cities and communities, and establish its role as an attractive place to reside, visit and do business;
- Reinforce and direct focus towards the community’s competitive advantages;
- Provide a basis for building community pride, engagement and sense of place;
- Establish a consistent and comprehensive verbal and visual identity; and
- Build a foundation that encourages other groups (e.g. *Downtown Development Authority, Port of Monroe, businesses, institutions, tourism, etc.*) to participate in cohesive communications and branding efforts.

The qualifications required a firm that has demonstrated success in developing effective brand identities and marketing strategies for other municipalities. The firm should have provided services which include conducting community research and analyzing results, developing a brand, creative development, strategic planning, and developing an implementation schedule.

The expected scope of the work includes, but is not limited to, three general phases including research and planning, stakeholder input and review, and brand development. Expected deliverables include the following:

- Brand story and message.
- Key messages for various and individual audiences, using traditional and more contemporary forms of communication and media formats.
- Logo, slogan and graphical style guide/manual.
- Design concepts, print ready samples and production specifications for various applications, including but not limited to web, print, advertising, signage, city flag, municipal vehicles and apparel.
- Print ready samples, templates and style guide/manual, including formatting specifications, for letterhead, memorandum, report covers, note cards, business cards, and other print related materials.
- Graphic element templates and specifications including but not limited to RGB and CMYK color numbers.
- Training of key City staff and stakeholders to implement the branding message.
- Brand action plan including priorities and implementation strategy.

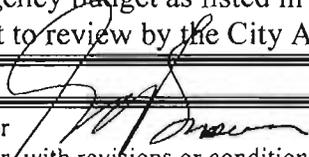
The City received eight (8) proposals, all of which met the minimum criteria identified in the RFP. The proposals were reviewed by a selection committee that consisted of City staff, City elected officials, a representative from the River Raisin National Battlefield Park Foundation, and a citizen at large. The Committee came to a consensus on the top three proposals, which included Carmody Consulting, New Moon Visions, and North Star Destination Strategies, Inc. All three of the “finalists” had documented experience in working with local governments in developing a comprehensive Branding Strategy.

New Moon Visions provided a Work Plan that most closely aligned with the scope of work identified in the RFP, had the most extensive list of similarly situated Michigan communities as clients, and proposed a budget of \$40,000.00 that fit with the City's expectations and initial needs (See Attached Proposal). The proposals from Carmody Consulting and North Star Destination Strategies were a little more research intensive, but also more costly with proposed budgets of up to \$85,000.00 (\$45,000.00-\$85,000.00) and \$78,000.00 respectively. New Moon Visions also provided extensive examples of deliverables and graphics from several of their branding projects; which helped document their work products.

City staff contacted several of the references (former and current clients) for New Moon Visions, and received unanimous endorsements of the firm's work and interaction with community representatives. It should be noted that while most of New Moon Vision's staff are based in Milford, Michigan; the principal identified in the proposal, Ms. Rivera, currently resides in and works from Viejo, California. Nevertheless, New Moon Vision's office remains in Milford, and Ms. Rivera established that she is in Michigan at regular intervals for work with existing clients.

IT IS RECOMMENDED that City Council approve entering into a professional services agreement with **New Moon Visions** to develop a brand position and strategy for the City in an amount not-to-exceed \$40,000.00; authorize the Finance Director to transfer funds from the contingency budget as listed in the Finances section; and authorize the City Manager to execute the agreement subject to review by the City Attorney.

CITY MANAGER RECOMMENDATION:

- For 
- For, with revisions or conditions
- Against
- No Action Taken/Recommended

APPROVAL DEADLINE: April 6, 2015

REASON FOR DEADLINE: Begin work in conformance with the schedule outlined in the RFP

STAFF RECOMMENDATION: For Against

REASON AGAINST:

INITIATED BY: City Council

PROGRAMS, DEPARTMENTS, OR GROUPS AFFECTED: All City Departments, affiliated agencies and authorities.

FINANCES

COST AND REVENUE PROJECTIONS:		
	Cost of Total Project	\$ 40,000.00
	Cost of This Project Approval	\$ 40,000.00
	Related Annual Operating Cost	\$ 42,000.00
	Increased Revenue Expected/Year	\$ 0

SOURCE OF FUNDS:	City	Account Number	Amount
	General Fund Contingency	101-95.941-998.000*	\$20,000.00
	Community Development, Contracted Services	101-65.802-818.020	\$20,000.00

Other Funds

Budget Approval: 

* Funds to be transferred from Contingency to Community Development, General Contracted Services: 101-65.802-818.020

FACT SHEET PREPARED BY: Dan Swallow, Director of Economic and Community Development **DATE:** 03/10/2015

REVIEWED BY: George Brown, City Manager



DATE:

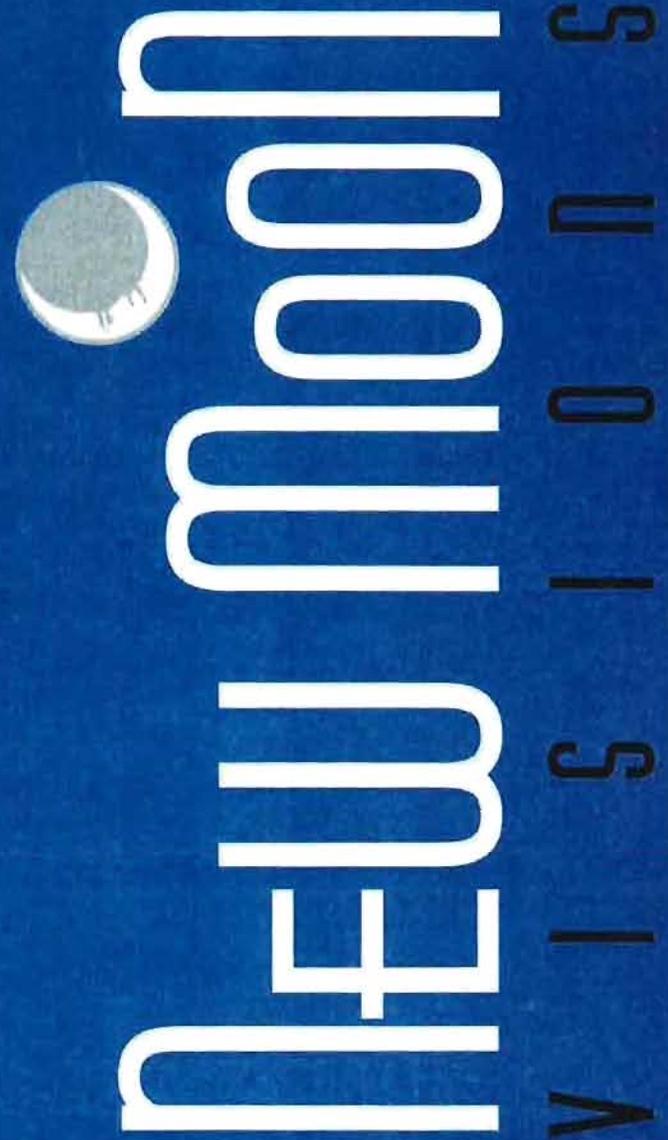
COUNCIL MEETING DATE: March 16, 2015

What's
Your
Vision?

Place Branding & Marketing

Michigan | California

334 Union, Milford, MI 48381 | 134 Las Flores, Aliso Viejo, CA 92656
NewMoonVisions.net
748-214-4491

The logo for New Moon Visions is set against a dark blue background. The word "New" is written in a tall, white, condensed sans-serif font. To the right of "New" are the letters "V", "I", "S", and "I" stacked vertically in a smaller, white, condensed sans-serif font. The word "Moon" is written in a white, rounded, cursive-style font. To the right of "Moon" are the letters "O", "N", and "S" stacked vertically in a smaller, white, condensed sans-serif font. A small, white, circular icon of a crescent moon is positioned to the left of the word "Moon".

New Moon
VISIONS

January, 15, 2015

Michelle LaVoy, City Clerk
City of Monroe
120 E. First Street
Monroe, MI 48161

Dear Michelle,

Thank you for considering New Moon Visions for developing a brand position and strategy for the City of Monroe, Michigan. Creating a dynamic identity to better reflect the experience and sense of place in your city is just the kind of forward-thinking concept that we get excited about -- and we have the tools and personnel to make it shine.

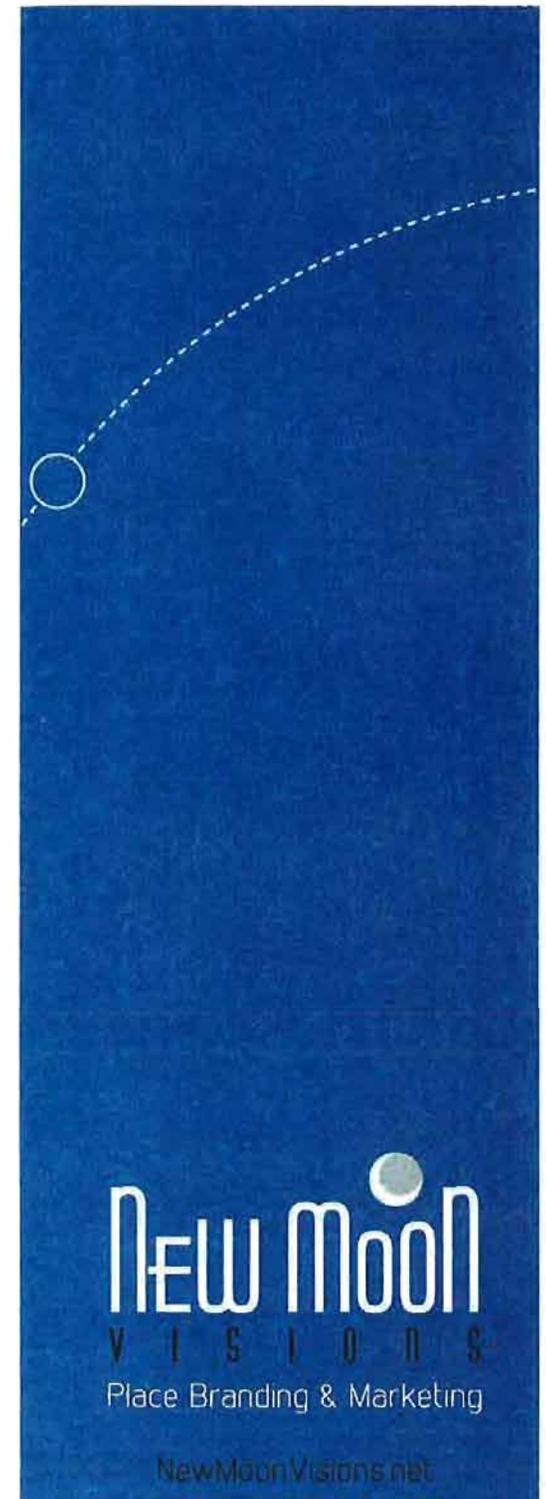
New Moon specializes in marketing places. In fact, we have done speaking engagements on place branding for the Michigan Downtown Association, the Michigan Chamber of Commerce, the Michigan Local Government Management Association, Central Michigan University, and the California Main Street Alliance. Through our experience with various communities, we have developed the necessary skills and methods for working effectively with municipal administration teams, committees and volunteer boards. We've worked with a variety of places, from small villages, to cities and major corridors, to tourist destinations, as well as business associations. We understand what it takes to gather input from the various stakeholders and guide the process in a productive direction toward consensus.

It would be a privilege to work together for the ongoing success of the City of Monroe. We are honored and appreciate the invitation to discuss the possibilities. We look forward to the opportunity to serve you.

Sincerely,



Kim Rivera
Principal, Senior Creative Director



THE PROJECT

New Moon understands the goals and objectives for this Branding initiative:

- to develop an updated and contemporary community brand, related creative elements, a marketing strategy and an implementation plan.
- to have a unifying message that will contribute to generating tangible increases in community pride, in-migration, commercial activity, economic and community development, tourism and broader awareness of the City's desirability.
- to identify a strong destination brand.
- to distinguish the City of Monroe from other cities and communities, and establish its role as an attractive place to reside, visit and do business.
- to reinforce and direct focus towards the community's competitive advantages.
- to provide a basis for building community pride, engagement and sense of place.
- to establish a consistent and comprehensive verbal and visual identity.
- to build a foundation that encourages other groups (e.g. Downtown Development Authority, Port of Monroe, businesses, institutions, tourism, etc.) to participate in cohesive communications and branding efforts.

Branding is about so much more than a logo and tagline. It's the promise of your community's distinct essence or experience and how you tell your story to the world. It's everything you do to deliver the promise of your brand experience, from urban planning, design and economic development, to signature events and consistent marketing.

To promote a place, one must dive in and learn what makes it unique in order to find the true personality and distinctive qualities. Branding is about what you are, not about what you aspire to be. Taking an honest look at what the leaders, merchants, community and visitors say about a destination gives a clear focus of what identifies a place. Based on our experience, research is essential to the process of uncovering the true brand essence. We work closely with members of the community to determine the "promise" of a brand: taking great care to represent the community's experience with authenticity. We assess the research findings and develop a brand strategy tailored to your community. Next, we can progress to the creative stage to help tell your story. The concepts presented for your logo and tagline come with rationale that is directed by the research. Once the logo and tagline are selected, refined and approved, we continue to move forward and develop a brand style guide, an ad campaign and collateral templates and train you how best to use them (and how not to as well). Now to tell the story... with a plan of who to tell it to, and how to most effectively reach them.

OUR COMMITMENT

"Our goal is to make a powerful, sensory impression that conveys the look, feel, and experience of your "place" in a personal and interactive way for each target market."

- New Moon Visions



PHASE 1: BRAND WORK

- Brand story and message.
- Key messages for various and individual audiences, using traditional and more contemporary forms of communication and media formats.
- Logo, slogan and graphical style guide/manual.
- Design concepts, print ready samples and production specifications for various applications, including but not limited to web, print, advertising, signage, City flag, municipal vehicles and apparel.
- Print ready samples, templates and style guide/manual, including formatting specifications, for letterhead, memorandum, report covers, note cards, business cards, and other print related materials.
- Graphic element templates and specifications including but not limited to RGB and CMYK color numbers.
- Training of key City staff and stakeholders to implement the branding message.
- Brand action plan including priorities and implementation strategy.

PHASE 1: BRAND RESEARCH

GREEN LIGHT Weeks 1-2

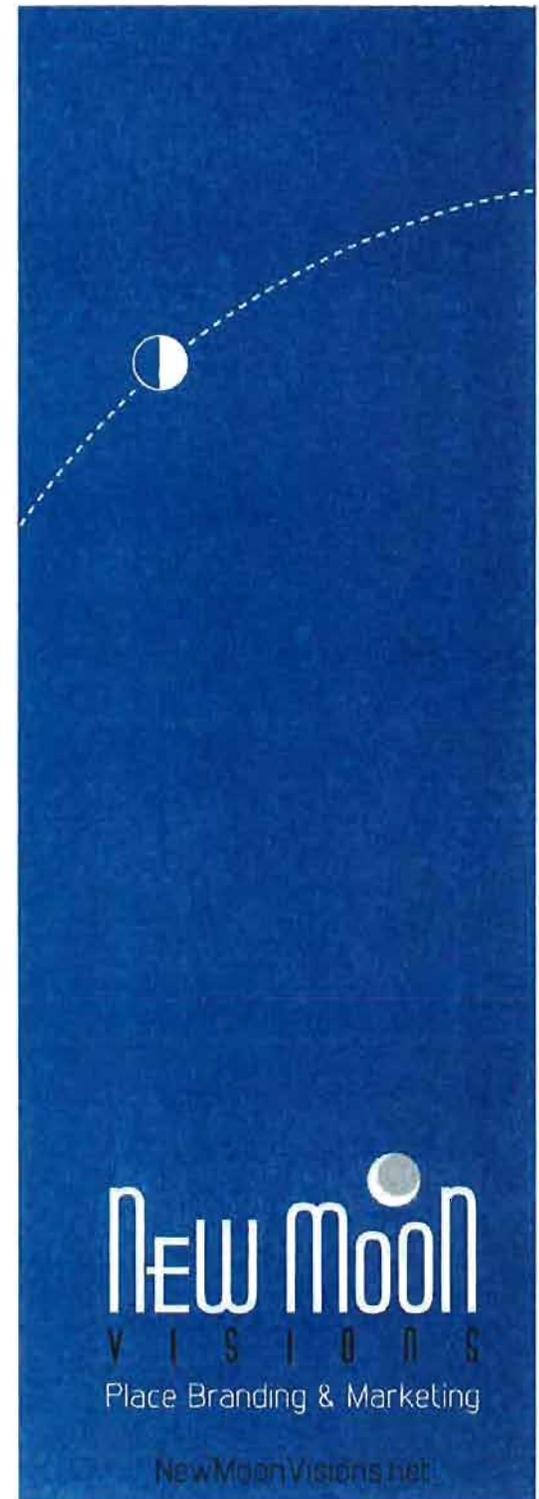
- Assess recent studies
- Confirm mission and vision
- Evaluate identity and branding needs
- Conference call with community point person
- Provide press release regarding branding initiative and community survey

DISCOVERY Weeks 3-8

- Take guided tour of City with community point person
- Visit community "hot spot" destinations
- Professionally photograph key locations in community
- Conduct leader, stakeholder, and recent investor interviews
- Conduct online survey of leaders, stakeholders, merchants, community, & visitors
- Conduct community phone interviews
- Facilitate visioning session with committee

DISTILL DATA Weeks 9-12

- Analyze data from discovery process
- Summarize findings
- Uncover community's core essence
- Write brand essence statement, convey in a new light
- Develop brand strategy/direction
- Provide research and strategy to committee for input prior to creative
- Provide ways to embrace brand theme as a community





PHASE 2: BRAND DEVELOPMENT

CREATE Weeks 13-20

- Creative inspiration and reflection
- Develop tagline and message concepts
- Develop logo concepts
- Provide preliminary trademark search for taglines at uspto.gov
- Refine strongest ideas
- Work with point person to present creative solutions to committee
- Determine any changes
- Provide up to 2 rounds of customary revisions
- Provide finished logo and tagline to committee

GUIDE Weeks 21-28

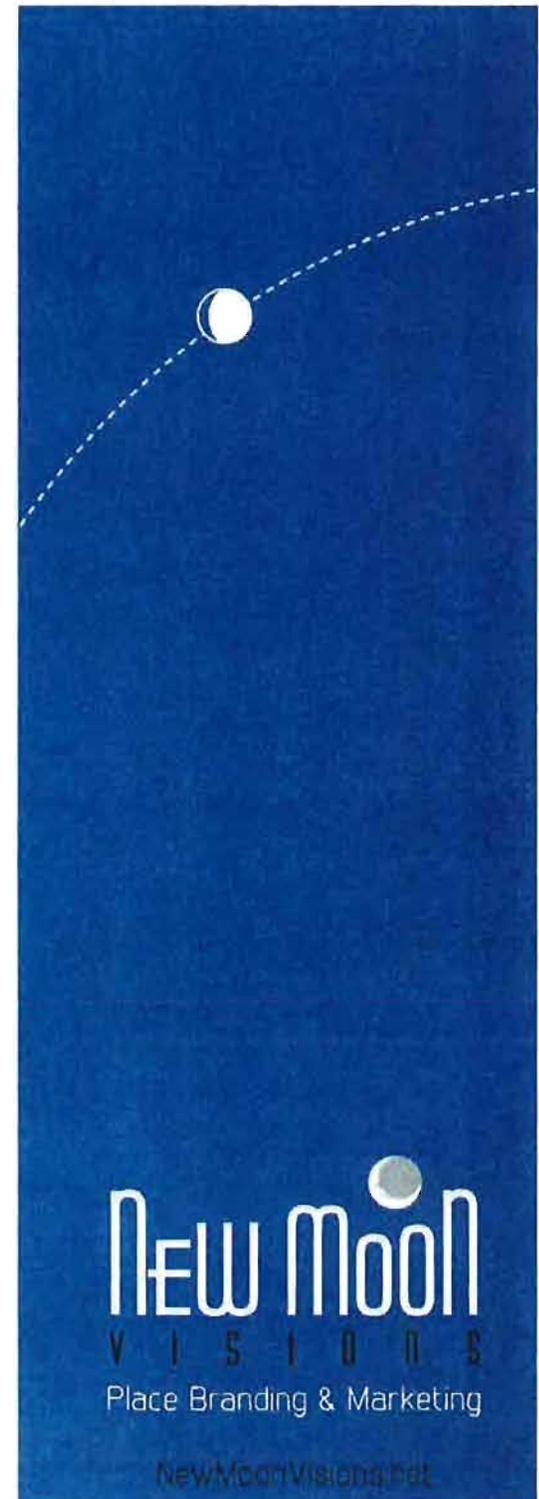
- Develop brand standards guide
- Create brand collateral templates for consistent look across various uses/organizations
- Create website home page design template
- Create brand advertising campaign concept
- Review creative with committee
- Determine any changes
- Provide up to 2 rounds of customary revisions
- Organize and package all branding files
- Provide final branding package to community point person
- Train key City staff to implement branding message

PHASE 3: MARKETING PLAN

STRATEGIC MARKETING PLAN Weeks 29-34

- Review position and competition
- S.W.O.T. analysis
- Identify target markets
- Determine proper messaging/media outlets for each target market
- Create a year-long media plan/schedule
- Website/social media recommendations
- Public Relations recommendations
- Events/promotions evaluation/recommendations
- Benchmark recommendations

Time Line is an estimate and will vary depending on Client's schedule, cooperation, and adopted plan.



EXPERIENCE FOR NEXT GENERATION

New Moon thrives on building relationships with the communities we serve

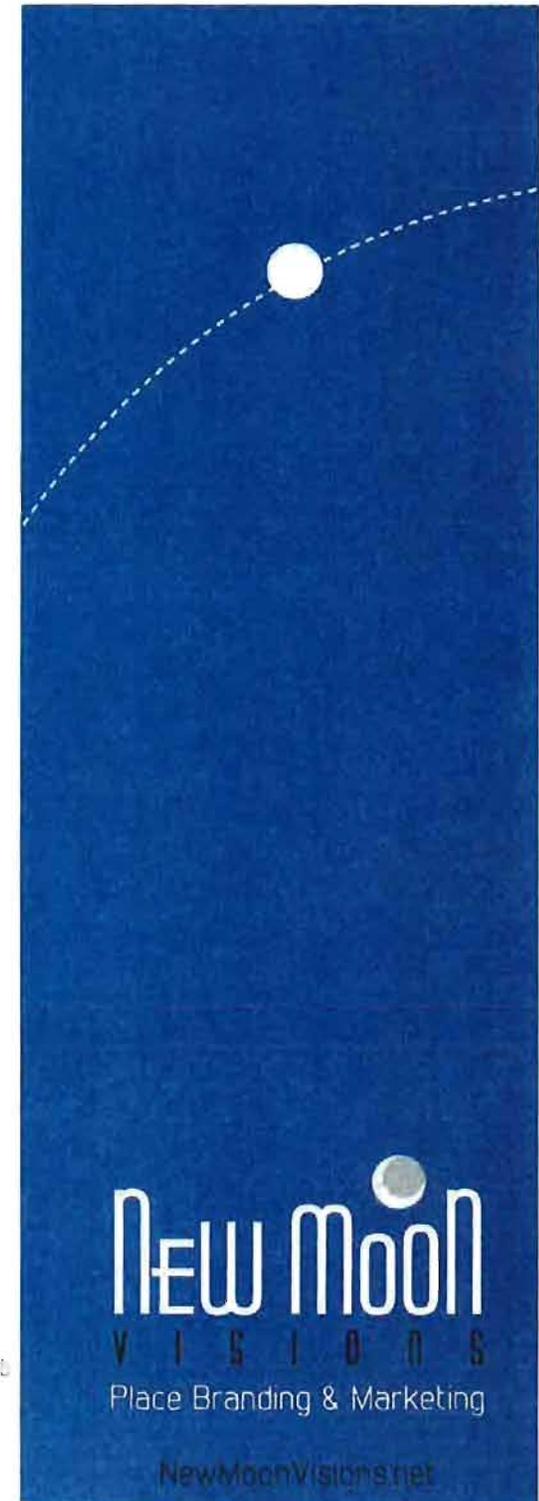
NEW MOON TEAM IMPLEMENTATION OF STRATEGIC MARKETING PLAN

- Produce marketing collateral as needed
- Negotiate media buys and advertising placement on community's behalf
- Create ads formatted specifically for each placement
- Creative direction for radio/video spots if applicable
- Assist with City's social media management
- Provide PR services as needed
- Marketing Community Events

THE NEW MOON TEAM

New Moon, established in 1990, is an innovative marketing firm located in Downtown Milford, Michigan, with recent expansion to southern California. Our business is flexible; we fine tune the size and composition of our team of highly qualified professionals to meet the specific needs of your project. We provide the personal attention that some larger firms simply cannot give. With over 130 years of collective experience, we bring fresh ideas and a most sincere commitment to respect your needs and to exceed your expectation and satisfaction with the final package.

Our team of creative professionals is easy to work with and accommodating throughout the process. You will see in the enclosed samples from our body of work that we are passionate about what we do. We have an excellent reputation for dependability and working within time lines while keeping an eye on cost efficiency. Services include: Brand Identity, Marketing, Graphic Design, Photography, Illustration, Print and Broadcast Advertising, Media Planning and Placement, Mapping and Signage, Web Design, Social Media, Public Relations, Event Promotion, Consultation and Facilitation. We've produced audience-grabbing materials for multiple organizations and communities including: the Michigan Downtown Association, Michigan Local Government Management Association- Next Gen, Milford, St. Louis, Allen Park, Plymouth, Brighton, Northville, Petoskey, Canton, Fenton, South Lyon, Oscoda, Pinckney, and Vista Village, CA.





Kim Rivera
Principal, Senior Creative Director

- 27 years marketing and advertising design experience
- Associate's Degree, Design – Oakland Community College
- Associate's Degree, Illustration – Oakland Community College
- Past board member, Milford Downtown Development Authority for 7 years
- Served as president of the Milford Business Association for 2 years
- Award winning advertising design

Her grass roots experience, in addition to her countless hours of volunteer involvement with hometown events and community non-profits made it possible to understand what a town really needs to promote itself. From identity, to print, web design, and social media to community-inspired events – Kim relates to communities from every perspective in order to convey their true essence consistently in every medium.



Sandra Hornyak
Associate Creative Director, Design

- 28 years marketing and advertising design experience
- Bachelor of Science, Art/Graphic Communication – Eastern Michigan University
- High-profile and results-generating work in the nonprofit sector, with clients including Beaumont Hospitals, St. John Health System, Henry Ford Health System and University of Michigan Health System
- Extensive regional and county nonprofit client base, including Creating a Healthier Macomb County, Lighthouse of Oakland County and Lutheran Social Services of Michigan
- Strong automotive background, including the Detroit Auto Dealers Association, North American International Auto Show and Cadillac

Sandra's dynamic energy and results-driven design work have made her the go-to resource for organizations seeking to exceed donation goals or building image and awareness. Her work blends smart, attention-getting design with unmatched elegance and is always on strategy, on time and on budget. She's the recipient of numerous health care marketing awards and the prestigious Scarab Club award.



Sharman Lamka
Advertising, Strategic Communications and Events Director

- Over 30 years professional advertising and event promotion experience
- President of The FACES Foundation, a non-profit organization since 2006
- General Sales Manager WWWW 106.7FM Radio in Detroit
- Station Manager WNIC 100.3FM Radio in Detroit
- Bachelor of Arts from Michigan State University – Journalism/French/
- Secondary Education – Masters of Arts – Business from Central Michigan University

Sharman loves retail. She's worked with retailers and service industries for over 30 years. She recognizes their need to reach potential customers with results oriented, cost effective and creative advertising.





Jennifer Thomas
Associate Creative Director, Writer

- 25 years of copywriting, advertising and marketing experience
- Rich experience in the travel and tourism sector, with clients including AAA Travel, Continental Airlines, Holiday Inn, Crowne Plaza Hotels, and the City of Detroit
- Seven years at Campbell-Ewald Advertising, Warren, MI including serving as Vice President, Associate Creative Director over Continental Airlines account
- Author of "Motor City Memoirs," a collection of stories from notable people from in and around Detroit
- Numerous national and international copywriting awards

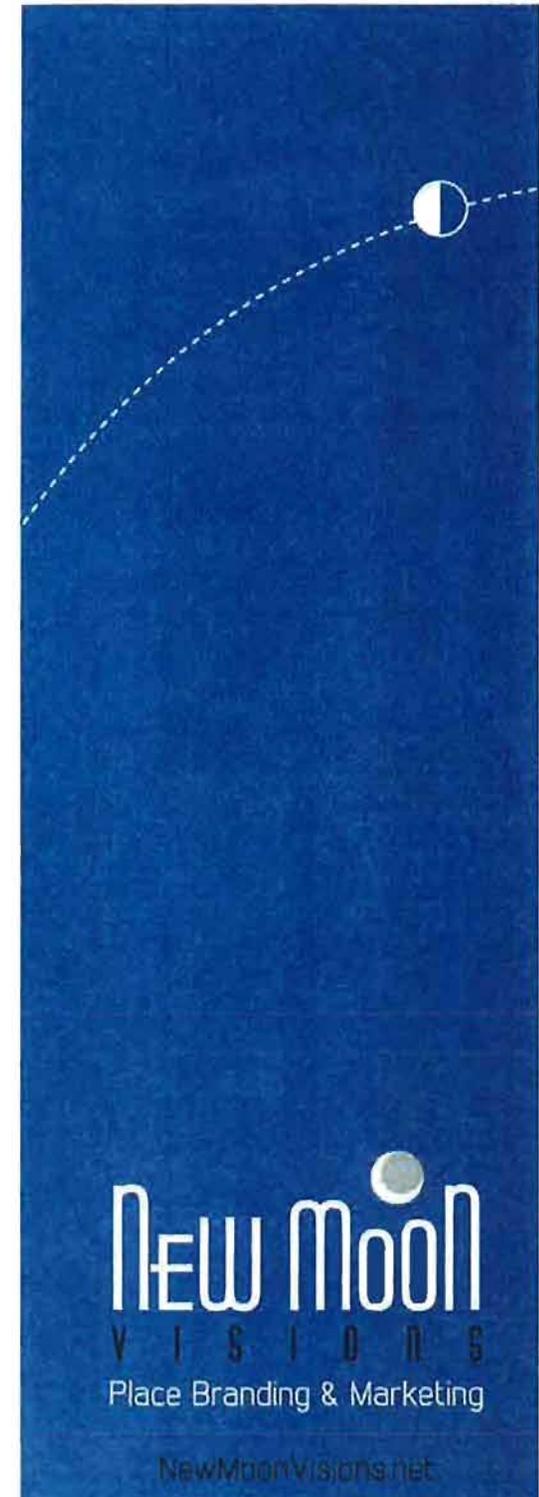
Years of experience and research into what motivates business and leisure travelers at home and abroad have given Jennifer unique insight and perspective. Her recognized abilities to identify and promote the aspects of locations and services that will draw travelers have earned her loyal clients and international recognition.



Sherrie Brindley
Writer, Social Media, Public Relations, Web

- 20 years marketing experience
- 10 years experience working with downtowns and small business districts
- Master's Degree (in progress), Professional Writing - Eastern Michigan University
- Bachelor's Degree, Urban Planning - Eastern Michigan University
- Served as board member, City of Wayne 2020 Committee for 3 years
- Helped to pioneer the Wayne Ripple Effect

From her early experience as marketing coordinator for Papa Romano's corporate office, supporting 68 franchisees with print, television, and radio, transitioning to Development Coordinator with Plymouth's Old Village business district, to her position as Operations Director for the City of Plymouth's Downtown Development Authority, Sherrie works passionately to be a visionary, using her writing to create success for small businesses. Sherrie's "Pure Michigan Wine Tour" blog was recently featured on Pure Michigan Connect, Michigan's official travel and tourism blog.





PROJECT DESCRIPTION

Fenton
Brand Identity and
Marketing Plan Implementation
Event Promotion/Coordination

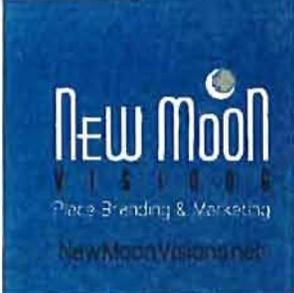
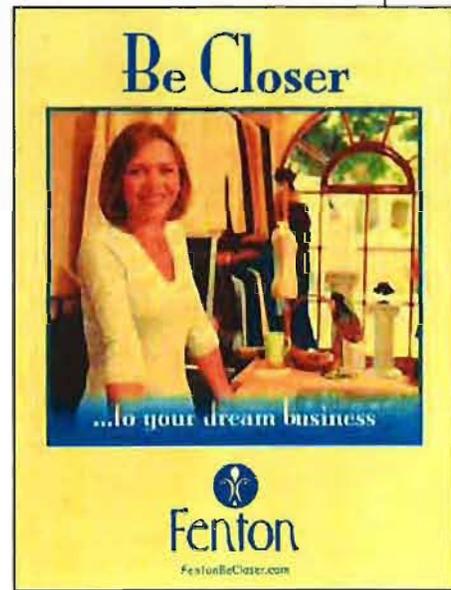
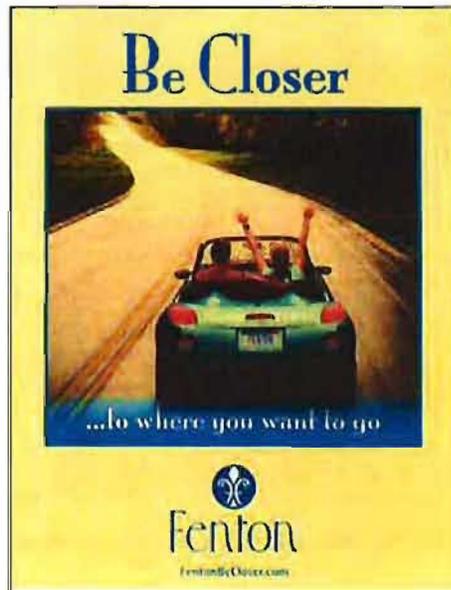
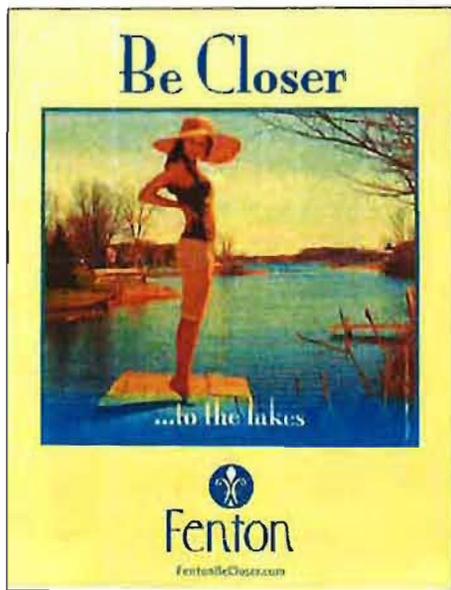
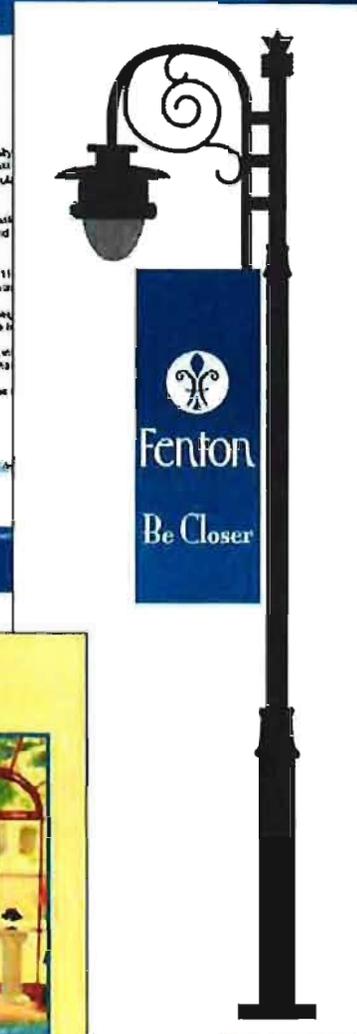
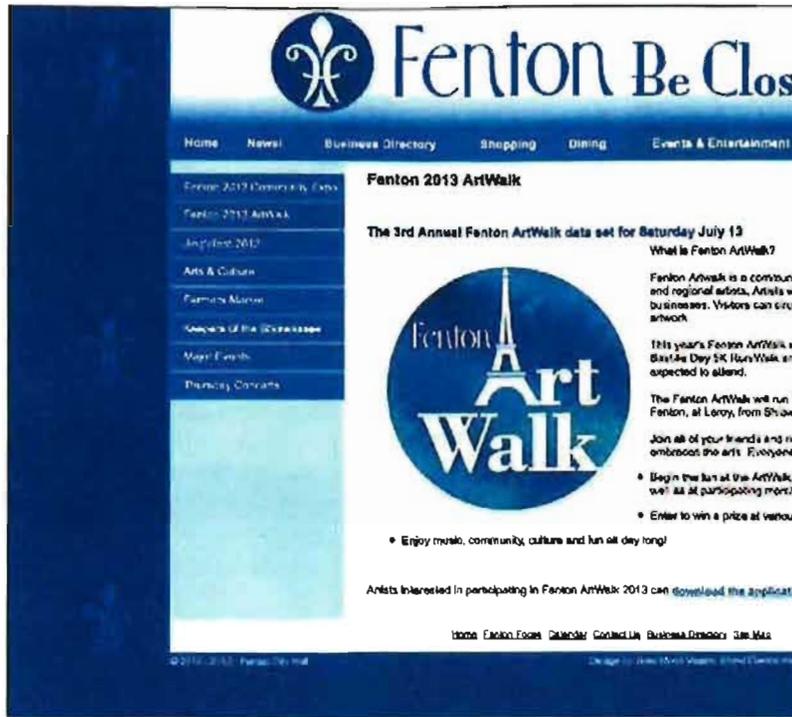
Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Sharman Lamka
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Website:
Kim Rivera
Sherrie Brindley

Events:
Sharman Lamka
Kim Rivera



Petoskey
Brand Identity and Marketing Collateral and Plan

Designers:
Kim Rivera
Sandra Hornyak

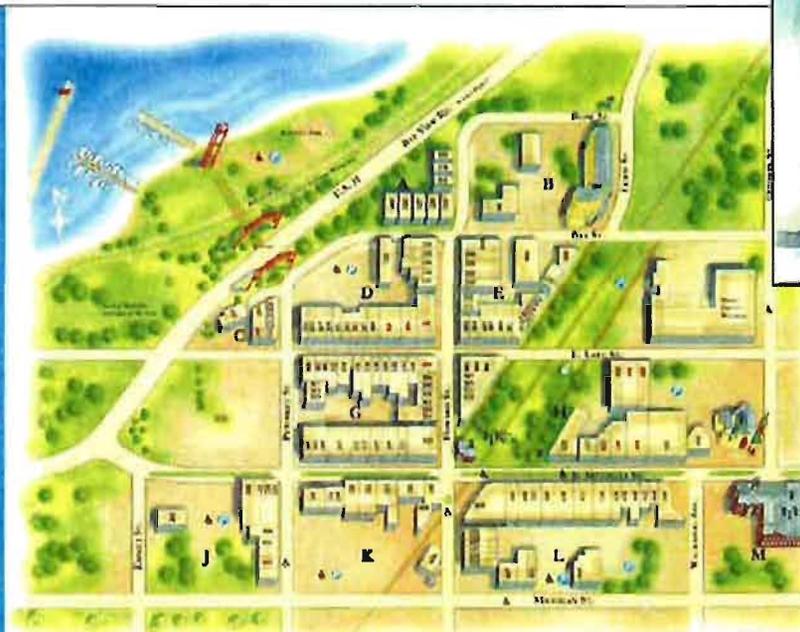
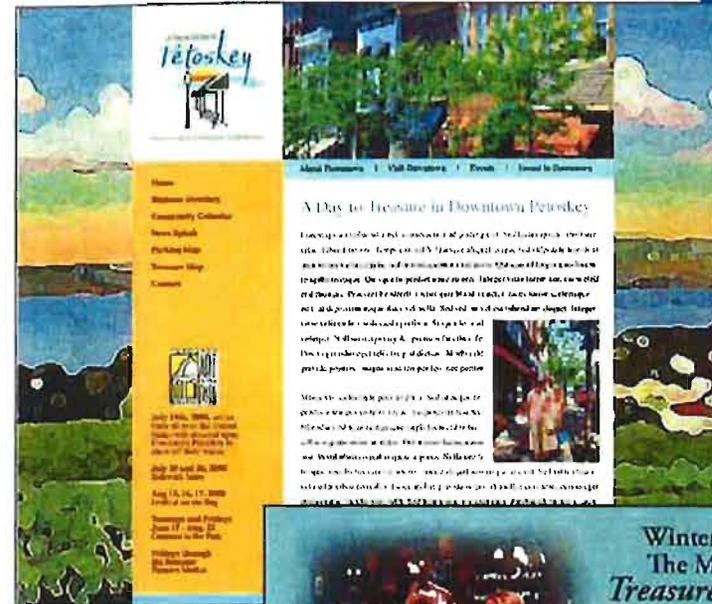
Writers
Kim Rivera
Jennifer Thomas

Plan
Sharman Lamka
Kim Rivera

Website:
Kim Rivera



TREASURES FROM THE SHORES TO THE STORES



www.PetoskeyDowntown.com

- Handicapped Accessible Parking
- Biking
- Bus Routes

**Winter in Petoskey:
The Martin Family
Treasures every moment**

Who says northern Michigan is a cold place? Surrounded by treasures like ski rentals, winter boots and snowshoes, the Martin family has never felt warmer. He does. Come to Downtown Petoskey and its 107 retail stores and restaurants – and find the perfect treasure to warm your heart.

Upcoming Events
Celebrate the Blues – Second week in February
Wander Weekend – First Weekend in March
Fest Weekends in March

TREASURES FROM THE SHORES TO THE STORES

www.PetoskeyDowntown.com

Parking Meter on weekend Monday through Saturday
\$2.00 for 1 hour, no more an additional hour cost of \$1.00
for your convenience.

Handicapped parking is FREE in any legal Downtown
parking space if a handicapped placard or plate is visible on
your vehicle.

Some meters have a clock face that finds and saves
by parking for less than an hour.

PURE MICHIGAN
100
FEST

Vista Village
Brand Identity and Marketing Focus Group

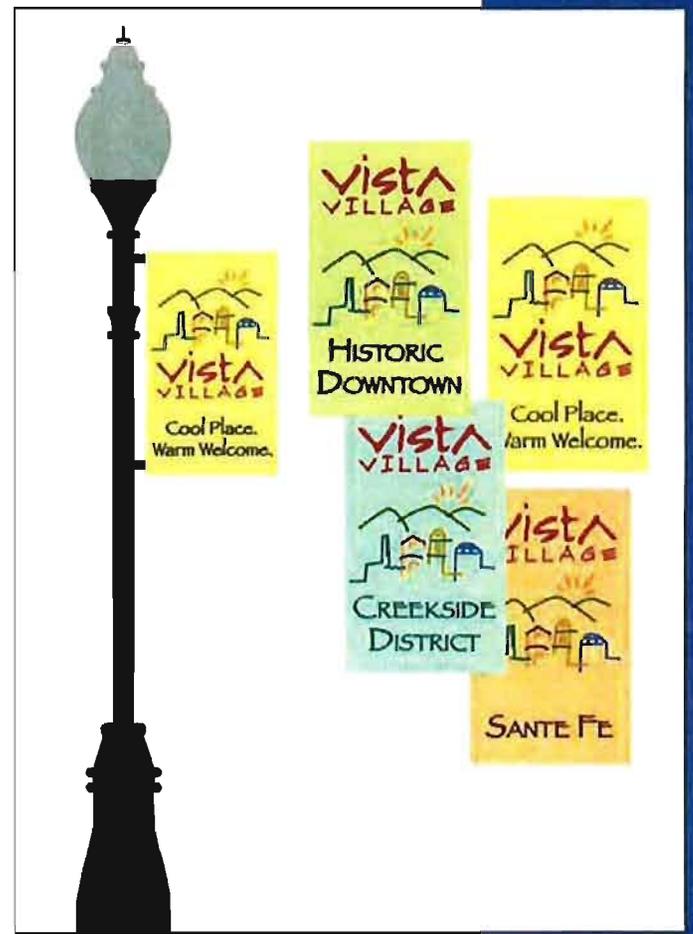
Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Sharman Lamka
Jennifer Thomas

Focus Group:
Kim Rivera



Cool Place. Warm Welcome.



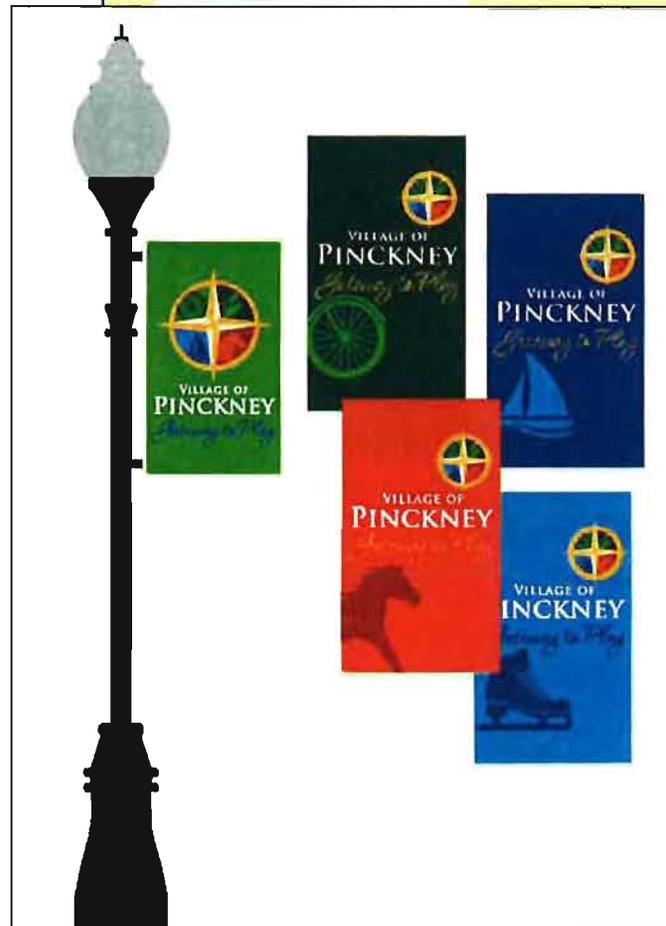
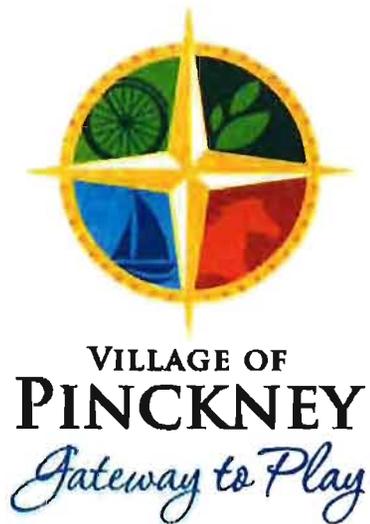


Pinckney
Brand Identity, Collateral, Website

Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Jennifer Thomas

Website Template:
Sandra Hornyak



rising and more. The natural recreational areas and beauty surrounding Pinckney allows who would like a nice break while on their outdoor adventures. Pinckney is full of life with it's down to earth style and relaxed way of life. Whether you need a cup of coffee or delicious meal to sustain you for the active day ahead, all

ed in 1825 and recently celebrated it's 175th anniversary in 2010. Through the years it's peaceful, family friendly atmosphere. It's a community that cares and is to the individual or entrepreneur in search of their true path.

ing business immediately obvious. They recognize that this little village is truly if the counters downtown to the quaint village square and centrally located street area in Pinckney that becomes obvious at first blush.

at pinckney and day trippers will take notice. The people of Pinckney are proudly American. Pinckney is the stuff the community was built upon. Though not far from Ann Arbor and Lansing, Pinckney is a refreshing alternative to a high-pressure,

A relaxed outlook is not to be mistaken with the professional "sherry shoes" ambiance of city life for another level of energy. The recreation possibilities in Pinckney make, exercise and keep as long as any city-dweller - just with a

activities and more noise for an active community that cares about the way they live in a great, nearby cities, but they choose to like their way

typically be found in Pinckney. Longtime residents and passers through. Both visitors enjoy to and enjoy local events. The Art in the Park and holiday celebrations found Pinckney to be the ideal rest stop, where they can pick up fresh baked goods, munity events.

It will become a habit for the long haul. Where else will one love to settle, to live, safe family? Pinckney is both a perfect resting place along the way, and the down roots and be peacefully secure for life.

to play!

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Northville
Brand Identity Marketing Collateral and Plan

We teamed up with IMJ and
the community brand is well received!

Designer
Kim Rivera

Writer
Kim Rivera

Plan:
Kim Rivera
IMJ

downtown
Northville



timeless...with a twist

Time to...

Play with us.

Shop with us.

Dine with us.

Isn't it time you experienced everything your downtown has to offer - unique shops, exquisite dining, and year-round entertainment? Exciting changes are happening in the downtown - visit us and see for yourself! Downtown Northville, timeless...with a twist!

Visit us at www.downtownnorthville.com

downtown
Northville
timeless...with a twist!

Time to...

Play with us.

The Northville Downtown Development Authority
and Northville Chamber of Commerce present:
Movies at the Marquis
January 19 - March 29

Be our guest and enjoy watching classic movies on the big screen at the historic Marquis Theatre located in Downtown Northville. Showtimes are 7:30 p.m. each Saturday. There are a limited number of complimentary tickets available for each performance, so get your tickets early! Tickets for each week's movie are available only at the sponsoring merchant location.

Visit us at www.downtownnorthville.com

sponsored by
TOM HOLZER

downtown
Northville
timeless...with a twist

Northville
timeless...with a twist

1200 W. Main
48161-1870

About Downtown

Welcome to Downtown

Downtown Northville
News!

Eleven classic movies will be shown during the 2010 Movies at the Marquis Classic Movie Series, which runs January 19 - March 27, 2010.

Online Links

Northville Times Newsletter

Walking Map

Film Friendly Northville

Visit our Facebook Page

City of Northville

1/23/2010
Movies at the Marquis
By Fair Lady
Stamp Act Theatre
135 E. Main
1/29/2010
Chickadee Creek Off
Berke Community Center
303 W. Main
Movies at the Marquis
The Thomas Crown Affair
Marquis Theatre
135 E. Main
Elizabeth Breadstreet
Covina's Italian-Irish-Pub
105 E. Main
2/5/2010
Northville Arts
Commission
4th Annual Chamber
Exhibition

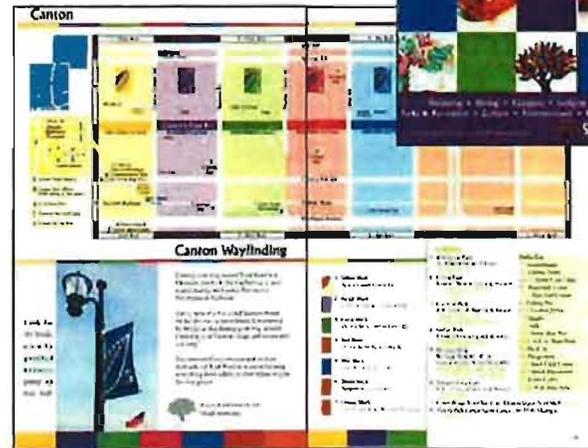
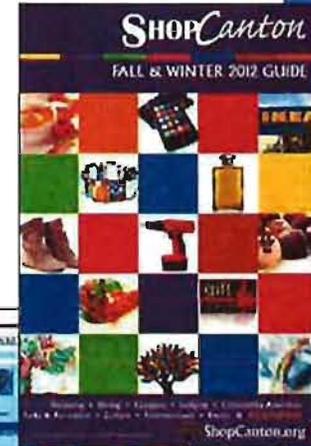
Canton ODA
 Brand Identity Update.
 Marketing Plan Implementation
 Event Promotion/Coordination

Designers:
 Sandra Hornyak
 Kim Rivera

Writers:
 Sharman Lamka
 Kim Rivera

Plan:
 Sharman Lamka
 Kim Rivera

Events:
 Sharman Lamka



Canton Township
 Brand Identity Update, Brand Guide and
 Marketing Collateral

Designers
 Sandra Hornyak
 Kim Rivera

Guide
 Sandra Hornyak
 Kim Rivera



Canton MICHIGAN
 Economic Development

Home | About Canton | Doing Business | Utilities/Services | Properties/Infrastructure | Go On Tour/Calendar | News Center | Contact Us

We've Got It!

Summit on the Park

TAX INCENTIVES

FINANCING

EDUCATION

CANTON SUCCESS

"Canton afforded us the opportunity to invest in our employees, support our digital sales team, handle all aspects. Market driven and it cost us nothing to do it. We're now successful."

Paralle Lopez
 President
 KEA North America

"Canton made Canton our first choice in our new location, along with digital sales team, facilities of a high level."

Max Yamashita
 Chairman of the Board
 Yazaki North America, Inc.

Home | Site Map | About Canton | Doing Business | Utilities/Services | Properties/Infrastructure | Go On Tour/Calendar | News Center | Contact Us

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Canton

We've Got It!

- Business & Economic Development
- Community & Recreation
- Construction & Planning
- Finance & Insurance
- Health & Human Services
- Information Technology
- Public Works & Utilities
- Public Safety
- Senior Services
- Special Services
- Transportation
- Waste Management
- Water & Sewer
- Wildlife & Natural Resources

canton-mi.org

- Canton**
Public Safety
- Canton**
Municipal Services
- Canton**
Leisure Services
- Canton**
Finance

NEW MOON
 VISIONS
 Place Branding & Marketing
 NewMoonVisions.com



Plymouth
Brand Identity Marketing Collateral and Plan

We teamed up with North Star and
the community brand is well received!

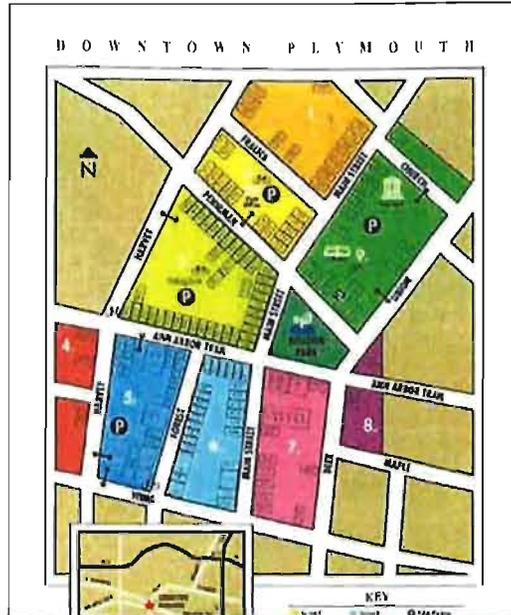
Designer
Kim Rivera

Plan:
Kim Rivera
Sherrrie Brindley

Downtown
PLYMOUTH



Not Just a Walk in the Park



Downtown
PLYMOUTH

Not Just a Walk in the Park

Downtown
Events
Shopping
Dining
Pull-Out
Walking Map

www.downtownplymouth.org

Winter 2006 Edition

There's Always Something
Going On In Downtown
Plymouth!

January 13-14 Plymouth International
February 10-11
April Spring Jobs
May 18-19 All Things
May 19-20
June 16
June 21
June - August
July 19-21
August 18
September 7-9
September 11
September 24
October 21
November 11
December

It's Events

It's Dining

It's Relaxing

Downtown Plymouth
Not Just a Walk in the Park!

Whether it's a morning at one of the 11 markets, getting out of the 100 shops, visiting Bellings Park, attending a concert at the Free Theater or just relaxing on a bench with a cup of coffee... our community is the heart of Downtown Plymouth. It's not just a walk in the Park!

www.downtownplymouth.org

PLYMOUTH

Walking Map

Not Just a Walk in the Park



Milford
Brand Identity and Marketing Collateral

Designer:
Kim Rivera

Meet Me in Milford



Meet Me in Milford

Home
What's New?
Contact Us
Site Map

Shopping Dining Business Guide For the Visitor Events Calendar For the Investor About the DDA Contact Us



Shopping, Dining, Business



Shopping / Dining and Business Guide

[Printer Friendly](#) [Email to a Friend](#) [Bookmark & Share](#)

Click Here for Downtown Map

Downtown; an epicurean experience...
Regionally known chefs offer gourmet cuisine and family style restaurants still make your favorites.

Main Street is home to coffee shops, bakeries, delicatessen, a butcher and a wine shop.

Restaurant Guide



Downtown Walking Map
Business Directory
Shopping Guide

Milford Memories Summer Festival
Brand Identity and Marketing Collateral

Designer:
Kim Rivera



MILFORD Memories summer festival



MILFORD Memories summer festival

August 12 & 13, 2000



Legend:

- First Aid
- Public Parking
- Handicap Parking
- Restrooms
- Food
- Entertainment
- Shuttle Bus
- Information Booth / Lost & Found
- Kid Central
- Art in the Village
- Central Park Beer Tent
- Community Booth

Parking available on public streets

Milford Memories Summer Festival 2004 Events Schedule

August 13, 14, & 15, 2004

Friday, Aug. 13, 2004

- 10 a.m. - 8:30 p.m. Free Shuttle Bus Service
- 10 a.m. - 8 p.m. Art in the Village
- 1 p.m. - 4 p.m. Civil War Encampment
- 11 a.m. - 4 p.m. Kid Central
- 10:30 a.m. - 6:30 p.m. Center Street Gazebo Entertainment
- 10:30 a.m. - 6:30 p.m. Mill Pond Pavilion Entertainment
- 7 p.m. - midnight Friday Night Dance
- Central Park Beer Tent
- Entertainment by: Mr. Moody

Saturday, Aug. 14, 2004

- 7 - 10 a.m. Pancake Breakfast
- 10 a.m. - 7:30 p.m. Free Shuttle Bus Service
- 10 a.m. - 7 p.m. Art in the Village
- 9 a.m. - 9 p.m. Civil War Encampment
- 10:30 a.m. - 6:30 p.m. Center Street Gazebo Entertainment
- 10:30 a.m. - 6:30 p.m. Mill Pond Pavilion Entertainment
- 11 a.m. - 4 p.m. Kid Central
- Noon - 4 p.m. Central Park Beer Tent
- Entertainment by: The Jokers
- Noon Cold Bull Events
- 2:30 p.m. Remote Control Car Races
- 3 p.m. Registration
- 7 p.m. - 11 p.m. Remote Control Car Races
- 7 p.m. - midnight Teen Dance
- Saturday Night Dance
- Central Park Beer Tent
- Entertainment by: The Skin Dig

Sunday, Aug. 15, 2004

- 7 - 10 a.m. Pancake Breakfast
- 7:15 - 8 a.m. SK Run Registration
- 8 a.m. One mile r/n/halk
- 8:30 a.m. SK Run
- 10 a.m. - 5:30 p.m. Shuttle Bus Service
- 10 a.m. - 5 p.m. Art in the Village
- 10:30 a.m. - 3:30 p.m. Center Street Gazebo Entertainment
- 10:30 a.m. - 3:30 p.m. Mill Pond Pavilion Entertainment
- 9 a.m. - 3 p.m. Civil War Encampment
- 11 a.m. - 3 p.m. Kid Central
- 12:30 p.m. Blind Canoe Race
- 1 p.m. Sunny's Birthday Bash
- 12 - 4 p.m. Central Park Beer Tent
- Entertainment by: The Goove Kings
- 5 p.m. Festival Closes

No pets on festival grounds please

Millard Titling
MVA
New Moon Vision
Coca Cola

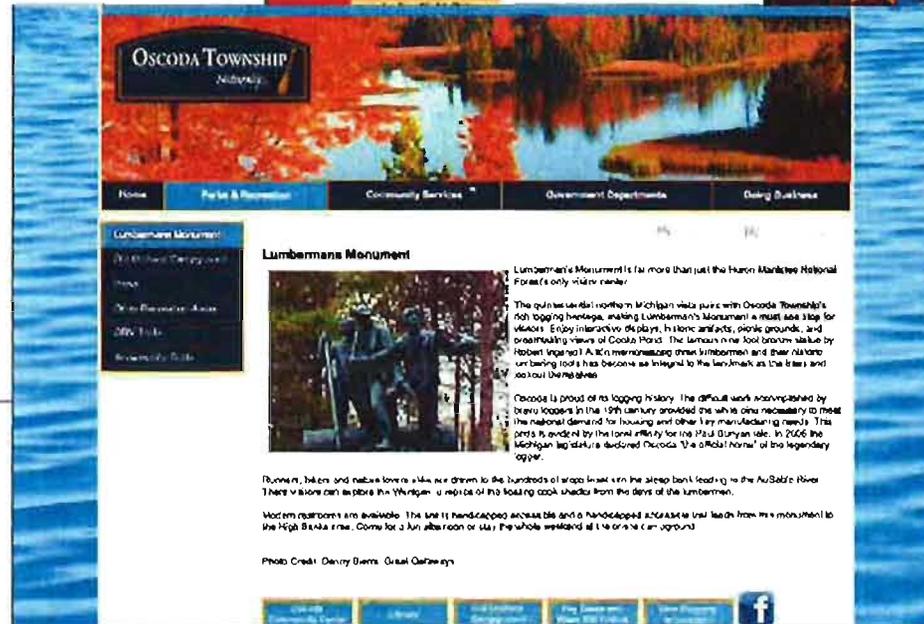


City of St. Louis
 Brighton
 South Lyon
 Oscoda Township

Website Design

Designers:
 Kim Rivera
 Sandra Hornyak

Writer:
 Sherrie Brindley





ALLIANCE

Allen Park Michigan DDA
Annette Knowles, Formerly DDA Director, Allen Park Farmington DDA
Assistant to the City Manager/Executive Director
23600 Liberty Street
Farmington, MI 48335
248-473-7276

Canton Twp Michigan DDA
Amy Colligan, DDA Director, Canton Twp
1150 Canton Center S., Canton, MI 48188
734-394-5234

Kathleen Salla, Formerly DDA Director, Canton Twp
1150 Canton Center S., Canton, MI 48188
Recently retired as of Dec. 31, 2012 and can be reached at kesalla@aol.com 734-560-6002

Canton Twp Michigan
Kristen Thomas, Marketing Analyst and Economic Development Director
1150 Canton Center S., Canton, MI 48188
734-394-5229

Charter Township of Oscoda Michigan DDA
Ann Richards, DDA Director
110 State St
Oscoda Township MI 48750
989-739-6999

City of Brighton Michigan PSD
Nate Geinzer, Formerly CD Tech, Consultant, Brighton Management Assistant, City of Farmington Hills
31555 W. Eleven Mile Rd., Farmington Hills, MI 48336
248-871-2507

City of Fenton Michigan DDA
Michael Burns, Assistant City Manager, DDA Director
301 S. Leroy St., Fenton, MI 48430
810-629-2261

City of St. Louis Michigan
Phil Hansen, DDA Director
108 W. Saginaw Street,
St. Louis, MI 48880
989-681-3017

Michigan Downtown Association
Sheila Stamiris, Past President, MDA
240 West Genesee Street,
Frankenmuth, MI 48734
989-652-3430

Milford Michigan DDA
Ann Barnette, DDA Director,
1100 Atlantic Street,
Milford, MI 48381
248-684-9719

Northville Michigan DDA
Lori M. Ward, AICP, DDA Director,
215 W. Main Street,
Northville, MI 48167
248-349-0345

Petoskey Michigan DMB
Becky Goodman, Downtown Director,
216 Park Avenue,
Petoskey, MI 49770
231-622-8501

Plymouth Michigan DDA
John Buzuvis, Formerly DDA Assistant Director,
Community Development Director, City of Plymouth
201 S Main
Plymouth, MI 48170
734-453-1234 ext 222

South Lyon Michigan DDA
Kristen Delaney, Director of Community and Economic Development,
City of South Lyon
335 S. Warren Street
248-437-1735

Village of Pinckney Michigan DDA
Amy Salowitz, Village Clerk,
220 South Howell Street,
Pinckney, MI 48169
734-878-6206

Vista Village Business Association, Main Street Program California
Gumaro Escarcega, Formerly Executive Director, Vista Village
Main Street Program Manager, Oceanside CA
701 Mission Avenue,
Oceanside, CA 92054
760-754-4512 x102





TESTIMONIALS

I hope you will be pleased to know that I was very happy with your services. You are just a peach to work with, very eager to please and accommodating. I thought there were many times that you were put to the extra test of having to dig deeply into my mind to figure out exactly what I meant or was thinking and that was my fault, but you persevered and always figured me out. And I will always be grateful for the patience you had with my committee and its members. Your experience with downtowns and how they work was invaluable in the process. I would recommend you highly and without reservation. It is obvious that you care about your work.

-Becky Goodman, Petoskey Regional Chamber of Commerce

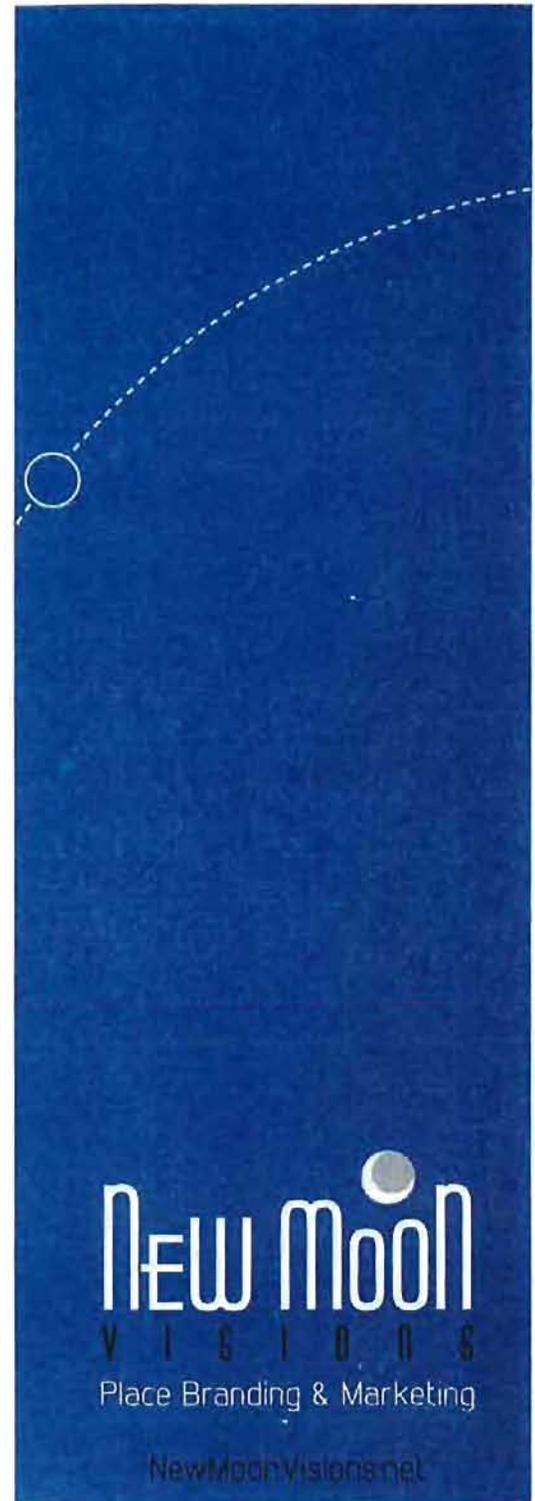
With the help of Kim Rivera and her creative staff at New Moon, the City of Northville launched an impressive marketing and promotional campaign for Downtown Northville. New Moon provided excellent client service that went above and beyond contract services. They were able to bring a diverse group of players together to find a common vision for the community. The Downtown Development Authority, Chamber of Commerce, and merchants association are now all speaking with one consistent voice. The marketing and public relations campaign has been wildly successful. My only regret, is that we did not contract with New Moon years ago for help. Their professional advice has made all the difference!

-Lori M. Ward, Northville Michigan DDA

As an employee and consultant for the City of Brighton, Michigan, I had the distinguished privilege of working with the marketing and graphic design company New Moon Visions and Kim Rivera. New Moon Visions was contracted by the City of Brighton Principal Shopping District (PSD) Board of Directors to assist in the development of a logo, website and business recruitment packet.

Ms. Rivera and her team went the extra mile in every instance to ensure that the City of Brighton PSD had a finished product to be proud of. New Moon Visions is an exemplary business in every way. They are professional, responsive, personable, and capable of working productively with a group of dynamic individuals. I would personally recommend Kim Rivera and her team.

-Nate Geinzer, Brighton Michigan PSD





PHASE 1-3

(Please refer to Scope of Work and Work Plan on pages 4 and 5)

PHASE 1: BRAND RESEARCH	\$15,000
PHASE 2: BRAND DEVELOPMENT	\$15,000
PHASE 3: MARKETING PLAN	\$10,000

TOTAL

(not to exceed) \$40,000

Work can begin 2 weeks after contract award.

Full proprietary rights for use of graphics/materials will belong to The City of Monroe

MONTHLY RETAINER

NEW MOON TEAM IMPLEMENTATION OF STRATEGIC MARKETING PLAN (Please see page 6)

Monthly Retainer

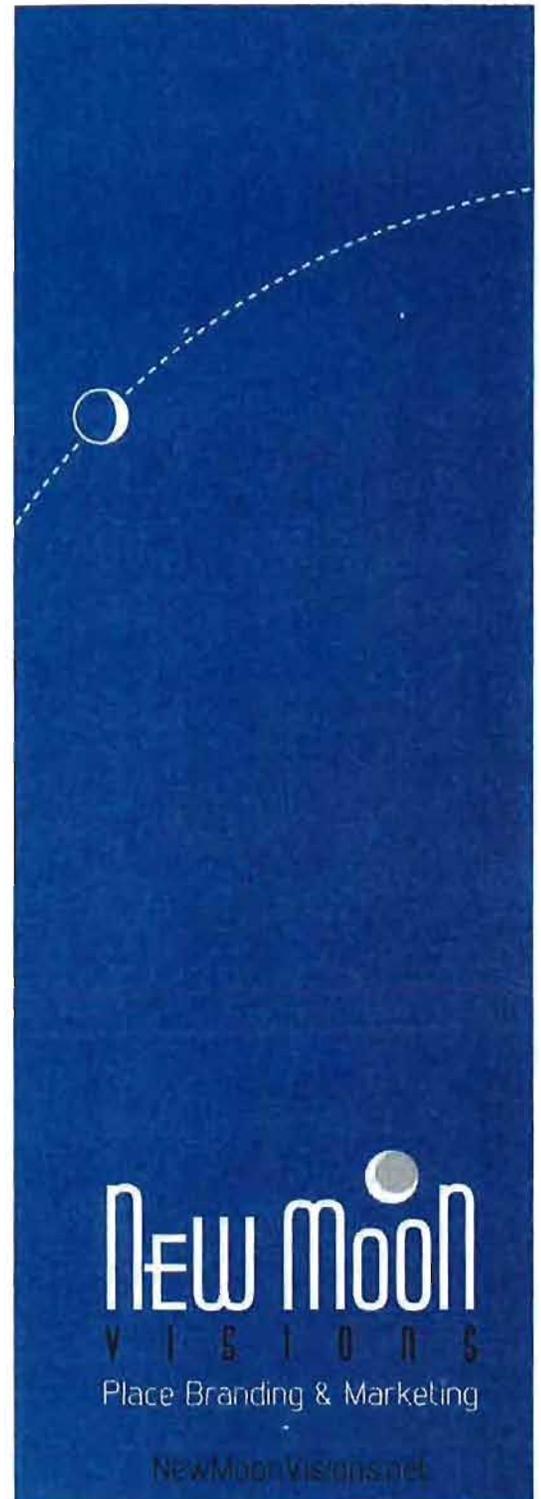
\$3,500/month

Costs represent New Moon Visions team marketing services. Outside costs for media advertising, printing and distribution, radio or TV spot production etc. to be determined.

ASSUMPTIONS

At New Moon, we aim to please! The following will help the process run smoothly:

- The more available research provided by the community, the better. We understand several reports are available online. We will also need to review any existing marketing materials.
- In order to be most productive, New Moon presentations to community will be with a steering committee of 5 to 7 members. All members of this committee should remain the same for the duration of the project.
- New Moon will provide preliminary trademark (wordmark) search for final tagline at uspto.gov. Once brand is approved, we recommend community consult an attorney regarding copyright/trademark before we proceed with branding collateral.
- Community staff will coordinate logistics, ie. setting up meetings, etc.
- Print collateral will be designed in the industry standard- Adobe Creative Suite.
- It is understood that City staff attending the training will have different skill sets, but will have basic understanding of computers, community will provide a venue with WiFi access and audio/visual equipment. Training session should take 2 to 3 hours. New Moon will provide step-by-step reference notes for each subject. New Moon will walk the volunteers through the process of how to properly use the branding materials, while always staying true to brand identity guidelines.
- If any additional services outside of the scope of this proposal are needed by the community, New Moon would be delighted to supply estimates for such work.



Request for Proposals For Developing a Brand Position and Strategy For the City of Monroe, Michigan

Deadline for receipt of responses 3:30 p.m. EST, Tuesday, January 20, 2015

Introduction

The City of Monroe traditionally relied on its strong manufacturing base to support the local economy and to help attract and retain residents. As the number of manufacturing jobs has declined, and wages for many of these jobs has waned, the City has struggled to maintain its high standard of living. The impacts of globalization and of the urban sprawl which has surrounded the City of Monroe have slowed the pace of redevelopment and population growth within the City. City leadership recognizes that in order to attract and retain the culturally and economically diverse population which is necessary for the future vitality of the community, the City's unique assets must be maintained, enhanced and marketed. Among others, these assets include its active and involved residents, businesses and institutions, its historic downtown, the River Raisin and its access to Lake Erie, attractive neighborhoods, parks, tree-lined streets, sidewalks and trails, and its cultural and historic offerings. Also recognized is the reality that in order to be competitive in attracting people and resources, municipalities must be proactive in fostering broader awareness as a desirable destination; not merely a place.

The Monroe City Council seeks a qualified consultant to develop a community branding position, image and marketing strategy for the City of Monroe. This is meant to be a community-wide branding process that the City will use as a means of recruiting people and resources to the City, and that other community organizations may tap into as well. The Mayor and City Council have acknowledged the importance of image and branding for our community. Therefore, they have directed that City staff solicit proposals from professional consultants who have experience and a successful track record for assisting municipalities and/or other organizations in developing effective, consistent and market-contemporary branding, related messaging, web-based presence and associated marketing plans.

Background

Monroe's location on the west shore of Lake Erie and its River Raisin made it a natural crossroads for food and transportation that attracted the Potawatomi Tribe of Indians who first lived in the region. The purchase of property from the Potawatomi in 1785 and settlement by ethnic French-Europeans in what became "Frenchtown" is often recognized as the establishment of the third oldest, permanent settlement in Michigan. The westward expansion of the United States set the stage for a clash with the colonial powers of the day and Native Americans; and the western Lake Erie basin emerged at the center of that struggle. The bloodiest battle of the War of 1812 was fought at Frenchtown during the period of January 18-23, 1813. The veterans from this battle are believed to have influenced a young George Armstrong Custer, who later gained national fame as a General in the Civil War and from his demise during the country's later struggles with Native Americans. In 1817 the Frenchtown settlement was platted and renamed "Monroe", honoring President James Monroe. From then

until the late 20th century the City experienced strong development and growth of its residential neighborhoods, supporting institutions and its commercial and industrial enterprises.

During the industrial revolution, Monroe's abundant natural resources and strategic location as Michigan's only port on Lake Erie supported the growth of the paper industry. At one time Monroe had three major paper plants lining the River Raisin. This industrial know-how spawned automotive related companies, including the Monroe Auto Equipment Company and the famous "Monroe Shocks" brand. Two ingenious cousins from Monroe designed a reclining chair that evolved into the La-Z-Boy Company. Other key industries that followed include electrical generation and steel component fabrication, with a recent rising star, Ventower, that manufactures wind turbine towers. The Great Recession starting in 2006 devastated many manufacturers, particularly those more reliant on the automotive industry, forcing the Monroe community to look at ways to diversify its local economy. Natural resource, cultural and heritage tourism has been identified as a key component of that diversification strategy.

In 2009 federal legislation established the River Raisin National Battlefield Park (RRNBP) within the City of Monroe (see attached National Park Service flyer). The establishment of the Park was the culmination of 30 years of planning, exertions and investment by members of the Monroe community, to restore the lands central to the War of 1812, Battle of the River Raisin, to a condition which would lend itself to this objective. Further development and expansion of RRNBP is ongoing along with the complimentary and coordinated efforts of a privately established RRNBP Foundation. Among other goals, the Foundation seeks to redevelop the lands and transportation corridors adjacent to the RRNBP, in order to provide Park visitors with an enhanced historical, educational and leisure activities experience. The City of Monroe and its community partners have identified the goal of increasing tourism and tourism spending, with the RRNBP and its other historical assets, natural resources, historic downtown, parks and trail system as the attractions to do so. The City and its partners have participated in the development and adoption of the River Raisin Heritage Corridor-East Master Plan, to help guide the multi-faceted approach for achieving some of these goals.

The City of Monroe is the urban center of Monroe County (population abt. 152,000), is the County seat and includes what many area residents would consider as the historic, traditional "downtown". The population of the City proper is about 21,000 and the community serves a regional market of approximately 55,000 people. Monroe is located on the I-75 corridor and is about 17-miles north of Toledo, Ohio and about 35-miles south of Detroit. Within the City is the Port of Monroe, which is the only commercial port located along Michigan's Lake Erie shoreline. Historically the City and region had a manufacturing and agricultural based economy, but as manufacturing employment has somewhat waned, the service, utilities, supply, distribution, tourism, and health care sectors are emerging as key economic drivers. It is anticipated that additional growth in the distribution and supply sectors will occur, as a result of the construction of a new international bridge between southwest Detroit and Windsor, Ontario, Canada. The City desires to capitalize on shifting demographics and residential preferences toward more urban living environments. An essential element to capturing this "new economy" growth and retaining the necessary talented workforce is a strong identity and a proactive marketing strategy.

Goals and Objectives

With the contract resulting from this RFP, the City of Monroe intends to develop an updated and contemporary community brand, related creative elements, a marketing strategy and an implementation plan. The overarching goal of the Branding Strategy is to have a unifying message that will contribute to generating tangible increases in community pride, immigration, commercial activity, economic and community development, tourism and broader awareness of the City's desirability. Identifying a strong destination brand is a goal of the project.

The broad objectives of establishing a community brand include:

- Distinguish City of Monroe from other cities and communities, and establish its role as an attractive place to reside, visit and do business.
- Reinforce and direct focus towards the community's competitive advantages.
- Provide a basis for building community pride, engagement and sense of place.
- Establish a consistent and comprehensive verbal and visual identity.
- Build a foundation that encourages other groups (e.g. Downtown Development Authority, Port of Monroe, businesses, institutions, tourism, etc.) to participate in cohesive communications and branding efforts.

Consultant Qualifications

The City seeks a firm that has demonstrated success in developing effective brand identities and marketing strategies for other municipalities. The firm will have provided services which include conducting community research and analyzing results, developing a brand, creative development, strategic planning, and developing an implementation schedule.

Required Deliverables

It is anticipated that the general scope of the work will include, but not limited to, three general phases including research and planning, stakeholder input and review, and development. Expected deliverables include but may not be limited to:

- Brand story and message.
- Key messages for various and individual audiences, using traditional and more contemporary forms of communication and media formats.

- Logo, slogan and graphical style guide/manual.
- Design concepts, print ready samples and production specifications for various applications, including but not limited to web, print, advertising, signage, city flag, municipal vehicles and apparel.
- Print ready samples, templates and style guide/manual, including formatting specifications, for letterhead, memorandum, report covers, note cards, business cards, and other print related materials.
- Graphic element templates and specifications including but not limited to RGB and CMYK color numbers.
- Training of key City staff and stakeholders to implement the branding message.
- Brand action plan including priorities and implementation strategy.

Submittal Requirements

- Cover letter.
- Project Statement, describing the applicant's understanding of the goals and objectives, as well as the approach and philosophy regarding the project.
- Detailed work plan and timeline for the project.
- Proposed Project Team Members: Include a description of the organization, an organizational chart, and the primary role and responsibility of each team member. Clearly designate the team leader for this project and the responsibilities of other contributing members.
- Individual Experience: Include information on the background of key members and detail their specific contributions to past projects, as it relates to this project.
- Specific Project Experience: Provide examples of similar projects that were successfully executed.
- List of references: At least three client references, for similar projects completed within the past five years. Include the name and telephone number of the contact person. List services provided to each client.
- List, qualifications and description of tasks to be performed by any sub-consultants.

- Project Cost: Attach a separate budget proposal showing a not-to-exceed cost of your proposed services. Include a breakdown of cost for each deliverable, including expenses by phases. While cost will be a secondary factor, the City is **not** required to accept the lowest cost proposal and selection of the successful consultant will be based on the proposal deemed to be in the best interest of the City.
- Number of days after notification of award that the firm will commence work.
- Additional information may be provided to support applicant's ability to complete this type of project.
- Additional suggested and/or proposed steps, actions or deliverables which members of the firm deem professionally advisable, along with associated costs, are welcome.

Submittal Deadline

Candidates must submit their RFP with ten hard copies and one electronic copy in PDF format by 3:30 p.m. on Tuesday, January 20, 2015 to:

Michelle LaVoy, City Clerk
City Clerk
City of Monroe
120 E. First Street
Monroe, Michigan 48161
michelle.lavoy@monroe.mi.gov
734-384-9136

Questions or Comments

Please direct any questions or comments about the RFP to:

Dan Swallow
Director of Economic and Community Development
City of Monroe
120 E. 1st St.
Monroe, Michigan 48161
dan.swallow@monroemi.gov
734-384-9134

Evaluation Criteria

The following elements will be considered on a weighted basis in evaluating proposals for selecting the consultants to be further considered, interviewed and ultimately selected to undertake the project:

- Successful municipal branding experience, including input from clients.
- Competency of firm, including reputation and integrity.
- Professional background and success of key personnel assigned to this project.
- Ability to meet deadlines.
- Proposed fee schedule.

Interview

Interviews will be held in Monroe, Michigan at 120 E. First Street at a time to be determined in consultation with the finalists selected for an interview.

Schedule

Following is an anticipated and tentative process schedule. The City of Monroe reserves the right to amend the tentative schedule listed below.

- December 17, 2014 – Distribution of RFP
- January 9, 2015, before 3:30 p.m. EST - Register for Consultant Pre-Submission Conference Call at 734-384-9144 or patricia.weaver@monroemi.gov
- January 13, 2015 at 10:30 a.m. EST – Consultant Pre-Submission Conference Call
- January 20, 2015 by 3:30 p.m. EST – Deadline for submission of responses
- Interviews TBD
- February 17, 2015 – Anticipated Consultant Selection

Rights Reserved

The City of Monroe reserves the right to waive any informalities, to reject any or all proposals and to award a contract on the basis which the Monroe City Council deems to be in the best interest of the City.



CITY COUNCIL AGENDA FACT SHEET

RELATING TO: Retiree Health Care Plan Actuarial Valuation

DISCUSSION: In June 2004, the Governmental Accounting Standards Board (GASB) issued statement number 45 entitled Accounting and Financial Reporting by Employers for Postemployment Benefits Other Than Pensions. The liability that is required to be measured by this statement is commonly referred to as the OPEB (Other post-employment benefit) liability. For many years, pension systems have been required to annually have an actuarial valuation completed to measure the funded status of the plan and to develop employer contributions to the plan. This requirement has essentially now been placed on retirement benefits other than pensions. The most common benefit that it applies to is retiree health benefits. Beginning in fiscal year 2009, the City of Monroe was required to measure and disclose an amount for annual OPEB cost related to the retiree health care plan that is provided by the City. Annual OPEB cost is equal to the employer's annual required contribution to the plan (ARC), with certain adjustments if the employer has a net OPEB obligation for past under- or overcontributions. To calculate the ARC and the total liability related to the retiree health care plan, an actuarial valuation needs to be completed at least biennially. A valuation was completed as of December 31, 2006, 2008, 2010 and 2012. These valuations covered our reporting requirements through fiscal year 2015. The December 31, 2012 report can be viewed on the City of Monroe website. A new valuation is now required as of December 31, 2014. The accounting standard does not require a specific contribution to the retiree health care system. It simply requires the calculation and disclosure of the city's liability. The GASB is in the process of changing reporting standards for OPEB, but they are not expected to be in effect for at least another year.

The proposal you are being asked to approve is from the same actuary that the pension system uses. The price proposed is \$16,800 and the price has increased \$800 from the last valuation. The actuary will be able to use much of the same data that is provided for the retirement system valuation and they have also performed all of the valuations of the retiree health care plan to date. The valuation will be done as of December 31, 2014 and the ARC that it calculates will be payable by the City during the fiscal years ending in 2017 and 2018.

The actuary also included some alternate services in the proposal. One that I would like to have them perform with the valuation is "Development of Liabilities and ARC at Two Alternate Discount Rates" for \$2,000. The City's bond rating from S&P was recently upgraded from A+ to AA-. Since the City is now in the AA category, we are eligible to issue bonds to finance the OPEB unfunded liability, which was calculated by the actuary at \$37.3 million in the 12/31/2012 valuation. Prior to issuing the bonds, a financial analysis would need to be done to determine if doing so would make sense and part of that analysis would require this alternate information from the actuary. It would be less expensive to do this with the valuation than to do it as a standalone project. The benefit of issuing bonds to fund the liability is expected to be an annual reduction in the contribution required from the City's annual budget.

The cost of the actuarial valuation will be paid by the Retiree Health Care Fund. The Retiree Health Care Fund was set up so that the Finance Director pays all the claims and other costs from the contributions made by the City. Any excess contributions that are not needed to pay those costs are transferred to the trust account managed by the Post-Retirement Health Care Trust Fund Board for investment. This cost would be paid from the funds managed by the Finance Director.

It is recommended that the Mayor and City Council approve the proposal submitted by Gabriel Roeder Smith & Company for the performance of an actuarial valuation of the Post-Retirement Health Care Plan for the City of Monroe as of December 31, 2014 in the amount of \$16,800, and that the alternate service of "Development of Liabilities and ARC at Two Alternate Discount Rates" also be approved in the amount of \$2,000, for a total contract award of \$18,800.

CITY MANAGER RECOMMENDATION:

- For
- For, with revisions or conditions
- Against
- No Action Taken/Recommended

APPROVAL DEADLINE: None

REASON FOR DEADLINE: None

STAFF RECOMMENDATION: For Against

REASON AGAINST: N/A

INITIATED BY: Edward Sell, Finance Director

PROGRAMS, DEPARTMENTS, OR GROUPS AFFECTED: All City Departments

FINANCES

COST AND REVENUE PROJECTIONS:

Cost of Total Project	\$ 18,800
Cost of This Project Approval	\$ 18,800
Related Annual Operating Cost	\$ N/A
Increased Revenue Expected/Year	\$ N/A

SOURCE OF FUNDS:

City

Account Number
675-30.223-818.020

Amount
\$18,800
\$ N/A
\$ N/A
\$ N/A
\$ N/A

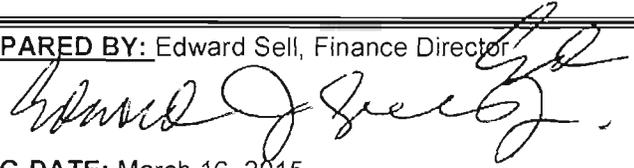
Other Funds

\$ N/A
\$ N/A
\$ N/A
\$ N/A

Budget Approval: 

FACT SHEET PREPARED BY: Edward Sell, Finance Director

DATE: 3/11/2015

REVIEWED BY: 

DATE: 3-11-15

COUNCIL MEETING DATE: March 16, 2015



March 4, 2015

Mr. Ed Sell
Finance Director
City of Monroe
120 East First Street
Monroe, MI 48161

**Re: Proposed Fees for the Actuarial Valuation of the Retiree Health Care Plan
for the City of Monroe**

Dear Ed:

Gabriel, Roeder, Smith & Company (GRS) would be pleased to continue providing actuarial and consulting services for the Retiree Health Care Plan provided by the City of Monroe. The engagement letter describes the scope of services and fees for preparing an actuarial valuation of these benefits. Also included is a list of data items that will be needed to complete this project.

GRS' BACKGROUND IN RETIREE HEALTH CONSULTING

GRS specializes in assessing complex health care and benefit issues. GRS has extensive experience in the design, evaluation, pricing, financing, and implementation of retiree health care benefit programs, particularly retiree health care plans sponsored by state and local governments. We have a thorough, hands-on understanding and experience with the health care marketplace, both nationally and regionally. Our expertise and insight into public employee retirement systems are highlighted by the fact that our consultants and actuaries have experience in benefit design, managed care strategies, plan administration, and legislative issues, as well as valuation related services.

SCOPE OF SERVICES

We will prepare an actuarial valuation of the retiree health care benefits provided by the City of Monroe as of December 31, 2014. The actuarial valuation encompasses three phases indicated on the following page.

CALCULATE PER CAPITA RETIREE CLAIM COST

Calculations of current per capita retiree claim costs for a large group are usually based entirely on the group's own experience. Data is obtained from the vendor, including claims, premium, enrollment data, and administrative expenses. The data is separated for each subgroup for which rates are required. We review the data for completeness and reasonableness. Claim completion factors are determined and applied and incurred monthly claim costs per member or per risk unit are determined. Appropriate trend rates are applied to trend the claim costs to the appropriate time period. Administrative expenses are added and any other adjustments are made as appropriate.

PREPARE THE VALUATION

We will prepare an actuarial valuation of the retiree health care benefits. Liabilities will be developed for present and future retirees and will reflect retiree contribution rates, if any. The valuation will provide:

- A measurement of the actuarial liability as of the valuation date.
- The estimated accounting expense for the fiscal year beginning July 1, 2016 and July 1, 2017.

The valuation will be based on assumptions and methods that are consistent with GASB Statement No. 43 and No. 45 for Other PostEmployment Benefit (OPEB) plans.

WORK PLAN

Our recommended work plan to complete the actuarial valuation would include the following steps:

- 1) Define data requirements and request information. Also, provide any preliminary recommendations relating to health care assumptions or methods.
- 2) Collect census and asset information and review for reasonableness.
- 3) Review the current substantive plan and most current actuarial valuation. Specifically, review the assumptions, methods, funding policy and accounting policy.
- 4) Gather information required to determine the per capita health care rates. Some required information would include premium rates for actives pre-age 65 and post-age 65 retirees and a distribution by family type (i.e., single, couple, family) of those covered by the medical plan. Also needed, is a brief description of all the health plans (e.g., deductible, co-insurance, co-pay, etc.).
- 5) Select other economic and demographic long-term assumptions.
- 6) Select actuarial funding or asset smoothing methods.
- 7) Perform an actuarial valuation of the retiree health plan.
- 8) Prepare a report of the actuarial valuation of the retiree health care plan.
- 9) Serve as technical advisor on matters of an actuarial nature regarding retiree health care.

PROFESSIONAL CONSULTING STAFF

The GRS team assigned to the actuarial valuation of the retiree health care benefits for the City of Monroe has extensive experience and expertise in retirement plans, health care benefits, and their associated costs.

CONSULTING FEES

Gabriel, Roeder, Smith & Company’s professional consulting fees are based on the time spent by our associates in performing these services for you. The following tables show our proposed fees for a valuation of the retiree health care plan:

Valuation Project Element	Fee Schedule for December 31, 2014 Valuation
Actuarial Valuation:	\$16,800

It is our understanding that the actuarial valuation will include the following:

- Five OPEB Benefit Groups (groups with differing retirement eligibility or benefits) as follows:
 - General Units I & II, Water Units I & II, Sewage Units I & II, and Elected
 - General, Water, and Sewage Teamsters
 - Police and Fire Hired before July 1, 2008
 - Appointed/Confidential
 - Hybrid
- The Annual Required Contribution (ARC) will be calculated for the following subgroups:
 - All non-Hybrid General employees
 - Police
 - Fire
 - Hybrid employees
- Up to 17 (Medical/Rx) Premium Rate Schedules valued using an “intermediate” health care trend assumption.
- We will use a 7.0% interest rate assumption in our calculations if you are contributing the entire ARC. This interest rate will need to be approved by your auditors.
- The retiree health plan is self-insured.

Mr. Ed Sell
March 4, 2015
Page 4

Determining OPEB Benefits Groups is an important step, as an understanding of “who gets what” is integral to producing appropriate liabilities and costs. Categorizing plan membership correctly initially would save costly time and expenses from having to redo the valuation should it later be determined that an incorrect set of benefits had been used. If the number of OPEB Benefit Groups changes, the fee quote will need to be recalculated.

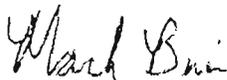
Additional Valuation Services Available	Fee Schedule for December 31, 2014 Valuation
Twenty year Benefit Projection for:	
Intermediate Medical Inflation Assumptions:	\$1,700
Sensitivity Analysis (sensitivity to increases in health inflation):	\$2,200
Development of Liabilities and ARC at Two Alternate Discount Rates:	\$2,000

PROJECT TIMING

We are prepared to initiate the valuation upon approval of the proposal and receipt of clean and complete data. We project that a valuation will be delivered 12 to 16 weeks after receipt of clean and complete data.

Please do not hesitate to contact us at 1-248-799-9000 should you need additional information or clarification. We look forward to assisting the City in the valuation of its retiree health care benefits.

Respectfully submitted,



Mark Buis, FSA, EA, MAAA
Consulting Actuary

MB:sc
Enclosures

CITY OF MONROE DATA REQUEST RETIREE HEALTH CARE PLAN

Upon acceptance of the Letter of Engagement, the elements included on the following pages are necessary in order to complete the valuation.

Demographic Data Requirements

The actuarial valuation will be performed using data as of December 31, 2014. Upon acceptance of the Letter of Engagement a data template for your use to submit member data will be provided.

Plan Provisions

Please review and make any corrections necessary to the summary of benefits.

Asset Information

It is our understanding that the City currently has assets reserved for retiree health care benefits. If these assets are in an irrevocable trust fund they can be used to offset OPEB liabilities for GASB purposes.

Please provide the market value of the assets as of December 31, 2014 and the type(s) of funding vehicle(s) being used for these assets.

OPEB Initial Per-Capita Cost Information

Please provide all data electronically, where available.

- Please explain which groups/suffixes are available for current and future retirees. If more than one group/suffix is still available, please explain what would cause a retiree to choose one group/suffix over another. We believe the easiest way to present this information is to provide a table similar to the table below. The information in the table is an example.

OPEB Group: **Sample**

Retiree Group/Suffix	Offered to Pre 65 and Post 65 Retirees	Applicable Group	Anticipated Plan Design Changes	Eligible Active Suffix(es)/Group(s)*	Comments **
696	pre 65 only	retired before Jan 1, 2006	none	closed to future retirees	
697	pre 65 only	retires after Dec 31, 1995	7/1/2008 - will change Rx Copay to \$10/\$40	001, 002 & 003	
982	post 65 only		none	open to all current/future retirees	

* Please list which active suffix(es)/plan(s) are eligible to retire into each corresponding retiree suffix. Note that multiple retiree suffixes/plans may be available to each active suffix/plan.

** Enter any additional information which you feel may be relevant.

**CITY OF MONROE DATA REQUEST
RETIREE HEALTH CARE PLAN**

OPEB Initial Per-Capita Cost Information (Continued)

2. Please explain any major changes that have occurred to the retiree health plan (e.g., changes in copays, deductibles, change from self-funded to fully-insured, switching to high deductible health plans, etc.) in the past three years.
3. Please provide a summary of Health Care Coverage Plan Provisions for each health care option. For example, please list copays, and deductibles for the PPO, HMO, etc. If a summary is not available, a member booklet should suffice.
4. Please provide us with the 2014 and 2015 illustrative monthly active and retiree premium rates for one person and two person coverage. For the retirees, we would like both pre-65 (regular premium rates) and post-65 (complementary premium rates). If available, it would be helpful to have the premium rate broken down by coverage component (i.e., medical, prescription drug, dental, and/or vision).

Please provide the annual Rate Sheet for each group/suffix from your provider. For all Rate Sheets submitted, please indicate the full period these rates are effective. Billing statements do not contain the information needed; therefore they are not necessary to send. An example has been attached for your reference.

For self-funded groups/suffixes, please provide the following.

5. All active and retiree suffixes.
 - a. Monthly claims experience **by group/suffix**, separately for prescription drug and all other lines of coverage combined (i.e., facility, professional, master medical, vision and hearing) for the following periods:
 - i. Incurred 01/01/12 to 12/31/12 and paid through 02/28/2015
 - ii. Incurred 01/01/13 to 12/31/13 and paid through 02/28/2015
 - iii. Incurred 01/01/14 to 12/31/14 and paid through 02/28/2015Please note that separate claim reports for regular and comprehensive members should be provided.
 - b. Monthly exposure data by group/suffix for the periods corresponding to the above claim experience periods.
 - c. An example of parts a. and b. above is attached for reference.
6. A listing of all stop-loss reimbursements by group/suffix for the periods corresponding to the above claim experience periods. Please indicate whether the large claims are for active employees or retirees.

Pay-As-You-Go Cost

Provide the amount paid for retiree health care benefits in the year ending December 31, 2014.

ACCEPTANCE OF LETTER OF ENGAGEMENT:

The undersigned hereby authorizes Gabriel, Roeder, Smith & Company to commence work on the Actuarial Valuation of the Retiree Health Care Benefits as outlined in the proposal dated March 5, 2015.

Acceptance for: The City of Monroe

By: _____

Printed Name: _____

Title: _____

Date: _____

Please indicate which services the City of Monroe would like to include in your valuation.

- ___ Actuarial Valuation
- ___ Projection Based on Intermediate Medical Inflation
- ___ Sensitivity Analysis
- ___ Alternate Discount Rate of ___ % and ___ %

OPEB ASSET CERTIFICATION FORM

In order for plan assets to count against OPEB liabilities under the financial reporting standards established by the GASB Statements 43 and 45 plan assets must be administered as trusts, or equivalent arrangements, through which assets are accumulated and benefits are paid as they become due in accordance with the agreement between the City of Monroe Retiree Health Care Plan, its plan members and their beneficiaries and in which:

1. Employer contributions to the plan are irrevocable.
2. Plan assets are dedicated to providing benefits to their retirees and their beneficiaries in accordance with the terms of the plan.
3. Plan assets are legally protected from creditors of the employer(s) or the plan administrators.

You may want to consult with your auditors or legal counsel if you are uncertain whether your plan assets are held in a trust or equivalent arrangement.

This certification confirms that the Plan's assets comply with the above statement.

Acceptance for: The City of Monroe

By: _____

Printed Name: _____

Title: _____

Date: _____



CITY COUNCIL AGENDA FACT SHEET

RELATING TO: Parking Ticket Administration

DISCUSSION: The City entered into an agreement in 2009 with Complus Data Innovations, Inc. for parking ticket software as well as follow-up delinquent ticket collection procedures. Beginning on the third anniversary (2012) of the effective date of the agreement and continuing on each anniversary thereafter the agreement automatically renewed for a one year period.

In late fall 2014 Complus approached the city to enter into a new agreement which would also include Complus providing the city with three new Casio IT9000 handheld units. Overall terms in the new agreement remain similar to the previous agreement.

Both the Police Department and the City Attorney have reviewed the agreement.

RECOMMENDATION: The attached contract be approved by City Council and the Clerk-Treasurer be authorized to sign the agreement on behalf of the City of Monroe.

CITY MANAGER RECOMMENDATION:

- For
- For, with revisions or conditions
- Against
- No Action Taken/Recommended

AGREEMENT BY AND BETWEEN
THE CITY OF MONROE, MICHIGAN (CLIENT)
AND
COMPLUS DATA INNOVATIONS, INC. (COMPLUS)

DATED: MARCH 10, 2015

This Agreement (the "Agreement") is made and entered into this ____ day of _____, 2015 by and between Complus Data Innovations, Inc. (COMPLUS), with offices at 560 White Plains Road, Tarrytown, New York 10591 and The City of Monroe, Michigan (CLIENT), with offices at 120 East 1st Street, Monroe, Michigan 48161 for the processing of parking tickets using the *FastTrack*[™] Parking Ticket Management System (*FastTrack*[™]). The Terms and Conditions are as follows:

1. COMPLUS will provide all equipment listed on Schedule I, attached to this Agreement. CLIENT will promptly acknowledge, on the form attached as Exhibit A, receipt of all such equipment and that such equipment is in good working order. This equipment is for the sole purpose of providing access to *FastTrack*[™]. The CLIENT acknowledges that this equipment is the property of COMPLUS and agrees to exercise reasonable care of said equipment while in its possession. Any handhelds that become lost or stolen will be the sole responsibility of the CLIENT and will be billed to the CLIENT at the cost of \$4,500.00 per unit. All handheld equipment listed on Schedule I will be replaced and upgraded every 36 months during the life of this Agreement, under COMPLUS' 36-month Handheld Replacement Policy (with a new three year contract).
2. COMPLUS will be responsible for the maintenance, repairs, and replacement of said equipment resulting from normal use. Repairs, which in the reasonable opinion of COMPLUS are required as a result of an accident, neglect, or misuse of the equipment (including without limitation a repair arising from or in connection with software other than software provided by COMPLUS and/or use of the equipment for other than *FastTrack*[™] use) shall be made at the sole expense of the CLIENT. All expenses related to the repair or replacement of equipment which is required as the result of an accident, neglect, or misuse, will be billed to CLIENT. This includes, but is not limited to, the actual cost of the repair or replacement of said equipment, along with shipping expenses, travel expenses if required, and labor costs. Travel expenses, if required, must be pre-approved by CLIENT before repairs will be scheduled.
3. Repairs to equipment and/or reinstallation and/or modification of software which are required as a result of changes or modifications made by the CLIENT, shall be made at the sole expense of the CLIENT. This includes, but is not limited to the actual cost of the repair or

replacement of said equipment, along with shipping expenses, travel expenses if required, and labor costs. These costs and expenses must be pre-approved by the CLIENT and conform to CLIENT'S billing practices.

4. Additional services requested by the CLIENT that are not described in this Agreement must be submitted in writing by the CLIENT. COMPLUS will prepare a statement of work along with a detailed cost estimate to be approved in writing by the CLIENT prior to the implementation of said changes or additions. This includes, but is not limited to, requests for additional equipment, installation of additional sessions, CLIENT requested software modifications and/ or relocation of equipment.
5. COMPLUS will provide remote access to its computer via a web-based application that utilizes Citrix technology. Access time will be 22 hours per day, seven days a week. The System will be unavailable due to daily maintenance—from midnight until 2:00 a.m. Eastern Time. COMPLUS will not be responsible for any downtime arising in connection with the internet service provider, Utilities Company and/or the CLIENTS' internal network.
6. The CLIENT will be responsible for the daily entry of all parking tickets. The CLIENT will also be responsible for all other functions including the updating and disposition of all tickets, as well as any other related on-line functions. COMPLUS is not responsible for the validity of any information provided to it, including without limitation to the information on the tickets.
7. COMPLUS will provide CLIENT with access to the computer software needed to process all parking ticket information. COMPLUS agrees to maintain **FastTrack™** and revise the software, as required, to conform to all federal, state and local laws and regulations. COMPLUS certifies that in addition to nightly tape backups, their data center is mirrored off-site for Disaster Recovery Purposes.
8. COMPLUS will furnish the CLIENT with digital copies of various reports and mailings including the following:

- Year-to-Date Disposition of Tickets
- Delinquent Notices for Outstanding Tickets for the State of Michigan and Out-of-State Residents
- Final Delinquent Notices
- Officer and PEO Performance Reports
- Permit Reports
- Audit Reports
- Daily and Monthly Cash/Dismissal Reports
- Year-to-Date Active Scofflaw Report

9. As requested by the CLIENT, COMPLUS will prepare all Delinquent Notices and Notice of Violations for outstanding tickets issued to vehicles bearing State of Michigan plates and Out-of-State plates (to the extent allowed by each State's DMV) to the last known registered owners(s). CLIENT will be responsible for postage of said notices. COMPLUS shall prepare and CLIENT shall approve any and all language contained in the notices that will be sent on behalf of CLIENT under this Agreement. State agency approval will also be

obtained where applicable. Such notices shall comply with state rules and regulations.

10. Throughout the term of this Agreement, COMPLUS agrees to provide on-site training for **FastTrack™**. COMPLUS will provide reference manuals describing the features and operations of **FastTrack™**. COMPLUS shall provide updates to the system as they become available. Throughout the term of this Agreement, assistance will be available from field supervisors and by telephone at no charge to the CLIENT during the hours of 8:30 AM to 5:00 PM EST, Monday through Friday (with the exception of all state and nationally recognized holidays).
11. The CLIENT agrees to indemnify and hold harmless COMPLUS, its officers, agents and employees, from any claims, controversies or lawsuits brought against COMPLUS and/or the CLIENT by third parties in any way related to COMPLUS' service and/or this Agreement; except where said claims, controversies or lawsuits are the results of negligence, gross negligence or willful misconduct on the part of COMPLUS. This provision survives the termination of this Agreement.
12. COMPLUS agrees to indemnify and hold harmless the CLIENT, its officers, agents, and employees from any claims controversies or lawsuits brought against COMPLUS and/or the CLIENT by third parties in any way related to COMPLUS' services and/or this Agreement, except where said claims, controversies or lawsuits are the results of negligence, gross negligence or willful misconduct on the part of the CLIENT. This provision survives the termination of this Agreement.
13. The CLIENT agrees to the following fee schedule for the use of **FastTrack™**. Invoices will be submitted on a monthly basis, payable within thirty (30) days upon receipt.

FEE SCHEDULE:

- 14% of In-State Parking Ticket Revenue Collections.
- 14% of Out-of-State Parking Ticket Revenue Collections (INCLUDES Out-of-State DMV Fees).
- Reimbursement for postage charges for delinquent notices.

Warning Tickets: In the event that the CLIENT elects to issue warning tickets, COMPLUS will bill the CLIENT \$1.45 for each warning issued on a monthly basis.

DMV Fees are paid for by COMPLUS. However, COMPLUS reserves the right to pass along to the CLIENT, and the CLIENT agrees to pay COMPLUS, any increases charged by the various Department of Motor Vehicle agencies to provide registered owner's names and addresses after the first year of this contract.

Web-based Payments: COMPLUS' program allows internet-based access to **FastTrack™** for the purpose of allowing the CLIENT's violators to view and pay their parking tickets online via credit cards.

COMPLUS has developed and programmed the website and is solely responsible for its functionality, and to make any and all necessary changes to ensure it conforms to all federal, local and State of Michigan laws and rules and regulations, as well as any and all banking rules and regulations that pertain to all forms of credit card payment, including VISA, MASTERCARD, and Discover.

Convenience Fee Schedule for Online Parking Ticket Payments

\$3.50 per parking ticket being paid via the web-based interface.

The term "Convenience Fee" as referenced in this Agreement is a fee paid by the end user/customer of the online payment service for parking ticket payment transactions.

In the event that any such change is material, COMPLUS may change this convenience fee schedule upon no less than thirty (30) days written notice to CLIENT, and CLIENT may terminate the credit card payment provisions of this Agreement if CLIENT notifies COMPLUS in writing prior to the effective date of such fee schedule change of its election to so terminate such provisions (which termination will be effective on such effective date).

COMPLUS will be the credit card merchant for these transactions and the CLIENT will only be responsible for the following:

- a. To allow chargebacks to be withdrawn from the account in the event a cardholder requests to have the transaction reversed according to credit card rules, regulations and timetables, and to allow for the chargeback fee to also be withdrawn from the account under the same rules, regulations and timetables. For chargeback transactions, any tickets that were paid for said transactions will be reinstated in **FastTrack™** and become subject to further collection efforts.

COMPLUS will send the funds from this account on a weekly basis for the transactions processed during the preceding seven days to the CLIENT.

14. The Term and Conditions of the Agreement will remain in effect for a period of THREE (3) years from the date (the "Effective Date") on which COMPLUS signs this Agreement. On the third anniversary of the Effective Date, and on each anniversary date thereafter, this Agreement will automatically renew for a one-year period upon the same terms and conditions. If either the CLIENT or COMPLUS does not wish for any such renewal, it must notify the other party in writing of its intention not to renew no later than ninety (90) days prior to any such anniversary date, in which case this Agreement shall terminate on such anniversary date. In the event of termination, CLIENT will return to COMPLUS within ten (10) days of the termination of the Agreement all handhelds and other equipment, peripherals, manuals and all other materials provided to CLIENT, all of which shall be returned to COMPLUS in good working order. In the event of termination, and providing that there are no outstanding invoices and the CLIENT has returned all equipment in good working order, the CLIENT would be provided with a computer file at no cost.

15. Each of COMPLUS and CLIENT agrees to comply with state and federal regulations regarding the confidentiality of information. Each of COMPLUS and CLIENT further agrees that the information provided by the CLIENT and/or the DMV, including the names and addresses and associated information of persons and entities that have received tickets, shall remain confidential and shall not be sold or shared with any other non-party, company or entity for any purpose, including but not limited to marketing, sales, solicitations, collection agencies and/or credit bureaus. All information supplied by the CLIENT regarding data entered when a ticket is written is the sole property of the CLIENT.
16. COMPLUS is an independent contractor, and neither COMPLUS nor its staff shall be deemed to be employed by the CLIENT.
17. This Agreement and the rights and obligations of the parties and their successors and assigns hereunder shall be interpreted, construed, and enforced in accordance with the laws of the State of Michigan without regard to its choice and/or conflict of laws provisions. Any legal action resulting from, arising under, out of or in connection with, directly or indirectly, this Agreement shall be commenced exclusively in Monroe County, Michigan. All parties to this Agreement hereby submit themselves to the jurisdiction of any such court, and agree that service of process on them in any such action, suit or proceeding may be effected by the means by which notices are to be given under this Agreement. In the event of litigation by a party hereto to enforce its rights hereunder, the prevailing party shall be entitled to recover its reasonable attorney's fees, costs and disbursements.
18. All notices, requests, demands and other communications required or permitted hereunder shall be in writing and shall be deemed to have been duly given if delivered by hand or mailed, express, certified or registered mail, return receipt requested, with postage prepaid, or sent priority next day delivery by a nationally recognized overnight courier service that regularly maintains records of items picked up and delivered to the parties at the addresses first set forth above or to such other person or address as a party shall notify the other in writing. Notices delivered personally shall be deemed communicated as of the date of actual receipt, mailed notices shall be deemed communicated as of the date three (3) business days after mailing, and notices sent by courier shall be deemed communicated as of the date two (2) business days after pick-up.
19. CLIENT is a tax exempt entity under the rules of the Internal Revenue Service and will provide COMPLUS with a copy of its tax exempt status upon request.
20. Any claim that can be brought by the CLIENT under or relating to this Agreement must be brought within one (1) year of the action or omission underlying such claim.
21. This instrument contains the entire agreement between the parties as to subject matter herein and supersedes all prior agreements whether oral or written between the parties hereto. This Agreement may be modified only by a written instrument signed by the parties.
22. This Agreement may be executed in counterparts each of which shall be deemed an original and all of which taken together shall constitute one and the same agreement.

Delivery of an executed counterpart of this Agreement by facsimile shall be equally as effective as delivery of a manually executed counterpart of this Agreement.

The signing of the enclosed copy and returning to COMPLUS will indicate the CLIENT'S acceptance of this Agreement, and the Terms and Conditions contained therein.

Accepted by:

COMPLUS DATA INNOVATIONS, INC.

CITY OF MONROE, MI

-

Name:

Name:

Title:

Title:

Date:

Date:

SCHEDULE I
TO THE
AGREEMENT BY AND BETWEEN
THE CITY OF MONROE, MICHIGAN (CLIENT)
AND
COMPLUS DATA INNOVATIONS, INC. (COMPLUS)

DATED: MARCH 10, 2015

The following hardware and software will be provided to the CLIENT for the sole purpose of providing access to ***FastTrack***[™].

- Three (3) Casio IT9000 handheld devices with necessary peripherals.
- Five (5) Software licenses to COMPLUS' ***FastTrack***[™] System.

EXHIBIT A
TO THE
AGREEMENT BY AND BETWEEN
THE CITY OF MONROE, MICHIGAN (CLIENT)
AND
COMPLUS DATA INNOVATIONS, INC. (COMPLUS)

DATED: MARCH 10, 2015

The City of Monroe, Michigan [CLIENT] hereby acknowledges receipt of all equipment listed on Schedule 1, and that such equipment is in good working order.

Dated: _____

CITY OF MONORE, MI

By: _____
Name:
Title: