

CITY OF MUSKEGON

CITY COMMISSION MEETING

SEPTEMBER 29, 2020 @ 7:30 A.M.

**MUSKEGON CITY COMMISSION CHAMBERS
933 TERRACE STREET, MUSKEGON, MI 49440**

Special

AGENDA

1. 150TH Celebration Financials
2. Farmers Market Deficit
3. Election Grant Expenditures To-Date
4. Closed Session – Consider Periodic Personnel Evaluation of City Manager as it Relates to the Covid 19 Economic Stimulus Package Launched in March 2020
5. Public Comment
6. Adjournment

- ▶ **Reminder: Individuals who would like to address the City Commission shall do the following:**
- ▶ Fill out a request to speak form attached to the agenda or located in the back of the room.
- ▶ Submit the form to the City Clerk.
- ▶ Be recognized by the Chair.
- ▶ Step forward to the microphone.
- ▶ State name and address.
- ▶ Limit of 3 minutes to address the Commission.
- ▶ (Speaker representing a group may be allowed 10 minutes if previously registered with City Clerk.)

☐ **ADJOURNMENT:**

ADA POLICY: THE CITY OF MUSKEGON WILL PROVIDE NECESSARY AUXILIARY AIDS AND SERVICES TO INDIVIDUALS WHO WANT TO ATTEND THE MEETING UPON TWENTY-FOUR HOUR NOTICE TO THE CITY OF MUSKEGON. PLEASE CONTACT ANN MARIE MEISCH, CITY CLERK, 933 TERRACE STREET, MUSKEGON, MI 49440 OR BY CALLING (231) 724-6705 OR TTY/TDD DIAL 7-1-1-22 TO REQUEST A REPRESENTATIVE TO DIAL (231) 724-6705.



Agenda Item Review Form

Muskegon City Commission

Commission Meeting Date: September 29, 2020	Title: 150 th Celebration Financials
Submitted By: Frank Peterson	Department: City Manager
Brief Summary: City staff is sharing financial information related to the 150 th Celebration. Commission action to-date has budgeted \$250,000 for expenses and \$20,000 for revenues associated with the event. The Commission approved deficit for the event was \$230,000. Actual net expenditures for the event totaled -\$120,033. Staff IMPROVED on the Commission-approved budget by \$110,000.	
Detailed Summary: Commissioner Johnson launched an inquiry into the 150 th Celebration after mistakenly reading the budget. Mr. Johnson inadvertently added columns together that should not have been added. Attached is a full explanation from the City Manager.	
Amount Requested: None at this time	Amount Budgeted: \$0
Fund(s) or Account(s): N/A	Fund(s) or Account(s): N/A
Recommended Motion: Accept the results of the internal audit of the 150 th Celebration and end all formal inquiries into the City's various Funds.	
Check if the following Departments need to approve the item first: Police Dept. ☐ Fire Dept. ☐ IT Dept. ☐ For City Clerk Use Only: Commission Action:	

Affirmative Action
(231)724-6703
FAX (231)722-1214

Assessor/
Equalization Co.
(231)724-6386
FAX (231)724-1129

Cemetery/Forestry
(231)724-6783
FAX (231)724-4188

City Manager
(231)724-6724
FAX (231)722-1214

Clerk
(231)724-6705
FAX (231)724-4178

Comm. & Neigh.
Services
(231)724-6717
FAX (231)726-2501

Computer Info.
Technology
(231)724-4126
FAX (231)722-4301

Engineering
(231)724-6707
FAX (231)727-6904

Finance
(231)724-6713
FAX (231)726-2325

Fire Department
(231)724-6795
FAX (231)724-6985

Human Resources
Co. (Civil Service)
(231)724-6442
FAX (231)724-6840

Income Tax
(231)724-6770
FAX (231)724-6768

Mayor's Office
(231)724-6701
FAX (231)722-1214

Planning/Zoning
(231)724-6702
FAX (231)724-6790

Police Department
(231)724-6750
FAX (231)722-5140

Public Works
(231)724-4100
FAX (231)722-4188

SafeBuilt
(Inspections)
(231)724-6715
FAX (231)728-4371

Treasurer
(231)724-6720
FAX (231)724-6768

Water Billing
(231)724-6718
FAX (231)724-6769



September 26, 2020

Mayor Stephen Gawron
City of Muskegon
933 Terrace Street
Muskegon, MI 49440

via email: steve.gawron@shorelinecity.com

Mayor Gawron,

As you are aware, Commissioner Kenneth Johnson recently demanded an inquiry into the City's 150th Celebration. **To be clear, Mr. Johnson has not inquired into the finances of the event one time since its completion more than a year ago.** Further, as we will demonstrate later in this letter, he combined expense categories that he should have fully-understood would be double-counting expenses, and then presented it to two fiscally unfamiliar Commissioners which may have led them into supporting the inquiry.

In this correspondence, I plan to offer a timeline of events, approvals, and communications related to the 150th Celebration. I will also provide an accounting of the event's finances. For all rational thinkers, this should satisfy concerns that the event went on as planned and approved; for others it will never be good enough.

TIMELINE OF COMMUNICATIONS

The Commission authorized City Clerk Ann Meisch and her team to undertake the 150th Celebration at the January 2019 work session. At that time, Ann was recommending a two-day event with music acts that had a history of successfully attracting large crowds to Muskegon. Every Commission voiced their support for the event.

Commissioners Johnson and Warren insisted on a third day of events that would be free to attendees and would provide a more diverse music selection. At that time, staff members cautioned the City Commission that this would significantly increase cost, but not likely increase revenue. The decision was ultimately made to proceed with three days. Staff stressed that the bands would be expensive, require confidentiality, and require quick responses to their contract demands, as they cannot "hold" potential event days through a prolonged negotiation process. Ann was to begin contacting band representatives immediately.

Two days later, the City Clerk corresponded with Commissioners via email. The email dated January 9, 2019 read as follows:

Good Morning,

Yesterday I put an offer in for the three bands that were available. I learned last night after the Commission meeting that Lonestar is no longer available.

That is not uncommon. I need to grab the bands ASAP or I risk losing them.

The great news is that we found two really great bands for Friday night. Gretchen Wilson for \$75,000 as an opener and Big & Rich for \$100,000. Big & Rich played for a crowd of over 40,000 recently and have over 7 million views on one of their songs alone.

This team could definitely bring us a big turn-out meaning higher ticket sales so that I can actually pay for our 150th celebration including the free day.

For Thursday (the free night) we are currently working on Ultimate Taste - they have one more band member to confirm availability and we should have them. They were at the Cole's event and great. The other is Phil Denny, Jazz Musician.

I need to put an offer in this morning for Gretchen Wilson and Big & Rich. If you have concerns, please email me asap. From our conversations on Monday, I believe everyone is supportive and understands the time crunch and getting all of the stars to align to get a band here is not easy.

These are big names. Hopefully they will still be available and we can get them!

After reviewing the City's email server, I found ONLY the following response from former Commissioner Byron Turnquist: "You have my support."

On January 11, 2019, City Clerk Ann Meisch sent the following message to the Mayor and City Manager:

FYI –

Ken called me and seems to know people he wants to play. While we are working on local bands, we have to be really careful. Big acts like this will come with riders and they have the final say.

Ann continued to work with Commissioner Johnson to try and accommodate his requests for his personal bands, but ultimately, we were not able to accommodate many of them.

On January 23, 2019, the City Clerk provided the City Commission with an update email:

Good morning!

I wanted to give you an update on our 150th. It's difficult to talk about it in public because we want to surprise the community.

Honestly I am about 6 months behind from when this event should have been planned. It was the element of surprise, but it's okay and we will get there. It does mean though that decisions are being made quickly. If we don't, we will most likely lose those bigger acts, or reserving lighting, sound, etc.

Budget is on my mind all the time. These events are not inexpensive. I'm trying to plan a quality event but being careful that we can't add many add-ons. It adds up quickly. Ticket sales will always remain one of my biggest stressors. We are known for being last minute so it's going to be a wait and see.

This is where I am at:

First, I had to set a price for the tickets. I thought we had more time to do that but I learned that the artists have a say in it so that decision had to be made quickly. The price for a one-day ticket will be \$30 and a two-day pass will be \$50. Thursday's event we did not think would be feasible to be free. I have been able to talk to some of you and everyone seemed to be okay with a \$10 ticket and receiving a \$5 coupon back to spend at the event.

On March 23rd Taste of Muskegon is hosting a fund raiser for Taste of Muskegon that will be held at the Farmers Market. It will be a Blues and BBQ event. Details on that later. On March 23 and 24 ONLY tickets will be on sale for \$25 each or a pass for just \$40. The \$10 ticket will remain the same and purchased separately. This has been confirmed with the artists. We will sell tickets at the Blues Event.

Yesterday I signed the contract with Warrant (\$25,000) and Brent Michaels (\$125,000). I am waiting for their signature and then we will pay them their deposit. Brent Michaels has in his contract that if we talk about his act before he signs and paid the deposit, he won't perform and we pay him \$125,000. So please don't say anything. I'm only talking to the key players on my committee that I am developing.

Thursday we have a great Jazz Player, Ultimate Taste, and Bryce Vine. Those of you who may not know Bryce Vine, he is an up and coming singer who has one hit currently on the radio, Drew Barrymore, that has had 32 million views on youtube.

Our offer is in to Gretchen Wilson (\$75,000). They have responded asking for clarification on a few things so they are reviewing it and I hope to hear back very soon. After, we can officially offer her opener, Sawyer Brown (\$35,000).

We are working to add some local acts but know that we also need to receive the approval of the main acts on any music. I've spoken to my music person and he asked that you email me a list of local acts that you are interested in and we can choose from that list what works with schedule, what the headliners will accept, etc. We have room for 1 maybe 2 each night so keep that in mind. Please forward your list!

I have met with Irish Fest, Unity Fest, and Summer Celebration gathering all of the insights I can. I am working to put together a team of experienced people specifically at this venue. I'm so excited that I have some strong individuals serving!

The riders for the artists include renting dressing rooms, 15 passenger vans, and approximately 50 hotel rooms for all the acts over 3 days and other concessions. This is very typical and part of the cost of the festival.

Because of the expense and listening to board members of Summer Celebration, I am really emphasizing that we cannot give away tickets. There will of course be some that we do, probably radio give-a-ways, etc. to promote the event, but I've been told one of the biggest contributing factors to the demise of the concerts was giving away too much as well as the cost of the bands. This goes for our own city employees as well. If people ask about free tickets, please send them my way and tell them that you hear for a few hours of volunteering at the festival, they will get in that day for free. Of course we would give tickets for sponsorships or in-kind services, and similar reasons. I hope this makes sense?

At the moment, we plan to start release concert information approximately March 1st and really talk about it until the pre-release date of March 23rd & 24th. I'm working with a company who specializes in making these types of commercials. The artists have final say over any advertising and this company has their clips and the artists like their work.

We do think it would be a great idea to give a \$10 ticket to each person who attends our community appreciation event in March. This will be a great give-a-way and incentive to get people to attend and learn more about government. Deb and I are working on those plans.

I'll update you when I hear confirmation of the bands and whatever information I have. We definitely have other things going - this is just the bigger component. Sorry for writing a book!

In follow up to this email, Commissioners Johnson and Warren continued to insist on their local bands being added to the lineup. Ann emailed our talent acquisition contractor and requested that he work to accommodate the Commissioners' requests.

The Clerk again sent updates to Commissions on February 16, 2019 and February 18, 2019. In the February 18th email, the Clerk indicated that she was officially soliciting sponsors. She stated that she sent out 40 sponsor packets and asked Commissioners to share information on other potential sponsors with her. No Commissioners offered any sponsorships or sponsorship leads. In that same email, the City Clerk provided the following line up for Commissioners:

Thursday: Ultimate Taste Band, Phil Denny, and Bryce Vine

Friday: Kansas and Gretchen Wilson

Saturday: Warrant and Bret Michaels

This is a quote from that email: "Kansas was at a cost of \$75,00, which is a great price for them, and we do agree that the two could draw a bigger crowd." Note that no Commissioners responded to this email; certainly, none questioned the expenses for the band.

Soon after this report, Bryce Vine backed out of the concert. Ann reached out to Commissioners to get ideas. Freddie Jackson was suggested. Ann arranged to replace Bryce Vine with Freddie Jackson in Thursday's line up.

March 26, 2019, the City Clerk provided her monthly report to the City Commission. On the third page, she discussed the many fundraisers she was undertaking to in-part help fund the 150th Celebration. Two pages later, she provided a more in-depth update on the event.

On July 1, Commissioner German asked if his son could work with the sound crew as a volunteer. Ann made arrangements for that to happen.

The event took place July 11-13, 2019. The event included the exact same bands that the City Commission expected, lasted the exact same number of days that the Commission expected, and included the reduced/affordable ticket prices that the Commission expected. In all likelihood, the City Commission's insistence that we add a third day and that the event be highly affordable likely were the biggest factors impacting the event's net profitability.

EVENT FINANCES

From the onset of this event's initial discussions, City Clerk Ann Meisch shared with Commissioners that the costs would be great, as has been demonstrated above. The City Commission offered its full confidence in the event as presented. You can read above and in the attached appendices that the City Clerk communicated regularly with the City Commission regarding event costs. The following are adopted/approved records of revenues and expenses:

In June of 2019, the City Commission approved the 2019-20 FY Budget and the 2018-19 3rd Quarter Reforecast. In that action, the City Commission authorized expenses and revenues for the 150th Celebration as follows:

Estimated Revenues:	\$20,000
Estimated Expenses:	\$250,000

Estimated NET Revenues: -\$230,000

The approved City Commission budget anticipated a **net loss of \$230,000**. This is depicted in the budget excerpts on as follows:

APPROVED REVENUES = \$20,000

GL NUMBER AND OBJECT CLASSIFICATION	DESCRIPTION	2016-17 ACTIVITY	2017-18 ACTIVITY	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	MAR 31, 2019 ACTUAL BUDGET	MAR 31, 2018 ACTUAL BUDGET	2018-19 3RD QUARTER REFORECAST	2019-20 RECOMMENDED BUDGET
FUND 404 - PUBLIC IMPROVEMENT FUND									
ESTIMATED REVENUES									
Dept 00000									
404-00000-4300	FEDERAL GRANTS			220,700	220,700	0	0	220,700	-
404-00000-4651	REIMBURSEMENT	378,535	362,225	450,000	450,000	0	1,500	348,104	950,000
404-00000-4656	SALES PROCEEDS	6,415	2,244	220,000	220,000	0	0	5,000	5,000
404-00000-4677	RENT	27,688	35,875			7,775	4,725		
404-00000-4800	MISC. & SUNDRY	735							
404-00000-4805	CONTRIBUTIONS	22,489	5,000			240,000	5,000	240,000	240,000
404-00000-4808	SALE OF LAND	786,990	706,293	100,000	500,000	843,247	558,754	1,200,000	550,000
404-00000-4845	FUNDRAISING REVENUE		0			1,680			
404-00000-4846	SPONSORSHIP REVENUE					14,000			
404-00000-4847	150TH ANNIVERSARY					23,945			20,000
404-00000-4901	OP. TRANS FROM GENERAL FUND	1,000,000							
404-00000-4903	OP. TRANS FROM DEBT SERVICE FUNDS			700,000	1,000,000			1,000,000	215,000
404-00000-4970	INTEREST INCOME	6,123	8,817	7,500	7,500	2,109	7,969	7,500	7,500
404-00000-4971	GAIN ON INVESTMENT								
Totals for dept 00000 -		2,228,975	1,120,454	1,698,200	2,398,200	1,132,756	577,948	2,773,200	2,287,500

APPROVED EXPENDITURES = \$250,000

GL NUMBER AND OBJECT CLASSIFICATION	DESCRIPTION	2016-17 ACTIVITY	2017-18 ACTIVITY	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	MAR 31, 2019 ACTUAL BUDGET	MAR 31, 2018 ACTUAL BUDGET	2018-19 3RD QUARTER REFORECAST	2019-20 RECOMMENDED BUDGET
Dept 91839 - LC WALKER IMPROVEMENTS (DDA)									
5300	CONTRACTUAL SERVICES		0	950,000	1,000,000	763,558		0	-
Totals for dept 91839 - LC WALKER IMPROVEMENTS (DDA)			0	950,000	1,000,000	763,558		763,558	250,000
Dept 91840 - PUBLIC RELATIONS									
5300	CONTRACTUAL SERVICES		0	0	0	4,200			-
Totals for dept 91839 - LC WALKER IMPROVEMENTS (DDA)			0	0	0	4,200			-
Dept 96051 - FIRE EQUIPMENT									
5700	CAPITAL OUTLAYS			575,000	575,000				575,000
Totals for dept 96051 - FIRE EQUIPMENT				575,000	575,000			0	575,000
Dept 91901 - SESQUICENTENNIAL CELEBRATION									
5200	SUPPLIES			0	0	70	31		-
5300	CONTRACTUAL SERVICES					189,810			-
Totals for dept 91901 - SESQUICENTENNIAL CELEBRATION				0	0	189,880	31	250,000	-

At time of the budget approval, staff believed the expenses related to the event would be accounted for in the 2018-19 fiscal year. The auditors eventually moved much of the expenses into the 2019-20 fiscal year, even though they were expensed mostly in 2018-19. This was because the expenses were prepaid contracts for services (music, etc.) that would take place early in the new (2019-20) fiscal year. This was a decision made/recommended by the City's external auditing firm, and it took place AFTER the new budget was adopted.

In June of 2020, City staff presented the following for approval. This is the FY 2020-21 budget as well as the proposed FY 2019-20 3rd Quarter Reforecast. The budget was approved, but the 3rd Quarter Reforecast was not. At this point in the budget year, all of the revenues and expenses of the 150th Celebration were accounted for and included in either the "2018-19 ACTIVITY" and "MAR 31, 2020 ACTUAL" budget columns. This is depicted below:

GL NUMBER AND BUDGET CLASSIFICATION	2017-18 ACTIVITY	2018-19 ACTIVITY	2019-20 ORIGINAL BUDGET	2019-20 AMENDED BUDGET	Mar 31, 2020 ACTUAL EXPENSES	Mar 31, 2019 ACTUAL EXPENSE	2019-20 3rd QUARTER REFORECAST	2020-21 RECOMMENDED BUDGET
FUND 404 - PUBLIC IMPROVEMENT FUND								
ESTIMATED REVENUES								
Dept 00000								
404-00000-4300	FEDERAL GRANTS	-	-	-	-	-	220,700	150,000
404-00000-4651	REIMBURSEMENT	362,225	348,104	950,000	950,000	-	1,900,000	1,900,000
404-00000-4656	SALES PROCEEDS	2,244	-	5,000	5,000	316	-	-
404-00000-4677	RENT	35,875	33,154	-	-	2,233	7,775	20,000
404-00000-4800	MISC. & SUNDRY	-	-	-	-	39	-	-
404-00000-4805	CONTRIBUTIONS	5,000	14,500	240,000	240,000	173,300	240,000	100,000
404-00000-4808	SALE OF LAND	706,293	1,205,887	850,000	850,000	445,421	843,247	1,000,000
404-00000-4845	FUNDRAISING REVENUE	85,842	86,933	-	-	19,948	1,680	-
404-00000-4846	SPONSORSHIP REVENUE	-	11,250	-	-	24,391	14,000	-
404-00000-4847	150TH ANNIVERSARY REVENUE	-	26,999	20,000	20,000	262,055	23,945	262,055
404-00000-4904	O.P. TRANS FROM CAPITAL FUND	-	-	-	-	2,023,864	-	-
404-00000-4903	O.P. TRANS FROM DEBT SERVICE FUNDS	-	1,000,000	215,000	215,000	-	-	215,000
404-00000-4970	INTEREST INCOME	10,215	2,776	7,500	7,500	570	2,109	500
404-00000-4971	GAIN ON INVESTMENT	(1,398)	3,213	-	-	-	-	-
Totals for dept 00000 -		1,206,296	2,732,816	2,287,500	2,952,136	1,132,756	5,649,452	3,135,500
Dept 91901 - SESQUICENTENNIAL CELEBRATION								
5200	SUPPLIES	-	-	-	-	29,269	189,810	-
5300	CONTRACTUAL SERVICES	-	-	-	-	70	-	-
Totals for dept 91901 - SESQUICENTENNIAL CELEBRATION		-	39,720	-	511,689	189,880	-	-

Note that Commissioner Johnson's big concern came after adding the expenses in these two columns, as well as a third column titled "MAR 31, 2019 ACTUAL EXPENSES." As was stated earlier, many of the expenses incurred prior to March 31, 2019 were moved into the 2019-20 FY, so they are also included in the "MAR 31, 2020 ACTUAL EXPENSES" column.

While the City Commission originally approved a net operating loss of \$230,000 for the 150th Celebration, the actual numbers included in the presented line-item budget indicate a net loss of \$120,033. Staff improved upon the Commission's budgeted number.

In addition to this information, late last week, our auditing firm reached out to the City Clerk's office after reading of the inquiry into the 150th celebration. Mr. Van Dop indicated that his records paint an even brighter picture. From an auditing standpoint, all of the fundraising efforts are netted against all event expenses. His estimate is that the 150th Celebration and related events may have netted as much as \$40,000 in the positive, depending on how fundraising was allocated. This is because so many events last summer were cross-promoted and used the same sponsors and fundraisers. For example, groups could sponsor both the Taste of Muskegon and the 150th in one sponsorship commitment (many did that); the same was true for the various food truck rallies that took place. Feel free to contact him to discuss further.

I am providing the actual revenue/expense tracking data provided by the Clerk's office. This was done in addition to the finance department's customary general ledger tracking. This indicates how each day fared. Note that adding the additional Thursday resulted in approximately \$63,000 less in revenue vs expenses. It also was by-far the lowest attendance of the weekend.

Thursday	Expense	Revenue/Sponsor	Net Cost
Hospitality/Committee	\$ 7,060.00	\$ -	\$ 7,060.00
Site Costs	\$ 9,314.67	\$ -	\$ 9,314.67
Supplies	\$ 58.58	\$ -	\$ 58.58
Alcohol	\$ 2,840.29	\$ 6,626.00	\$ (3,785.71)
Food %	\$ -	\$ 656.83	\$ (656.83)
Merchandise	\$ -	\$ 131.61	\$ (131.61)
Parking	\$ -	\$ 398.40	\$ (398.40)
Music	\$ 31,399.00	\$ -	\$ 31,399.00
Production	\$ 18,136.37	\$ -	\$ 18,136.37
Marketing	\$ 13,776.45	\$ -	\$ 13,776.45
Photography	\$ 600.00	\$ -	\$ 600.00
Security	\$ 4,907.38	\$ -	\$ 4,907.38
Ticketing	\$ 353.50	\$ 14,880.00	\$ (14,526.50)
Fundraising	\$ -	\$ 2,420.31	\$ (2,420.31)
Total	\$ 88,446.23	\$ 25,113.14	\$ 63,333.09
Friday	Expense	Revenue/Sponsor	Net Cost
Hospitality/Committee	\$ 7,060.00	\$ -	\$ 7,060.00
Site Costs	\$ 9,314.67	\$ -	\$ 9,314.67
Supplies	\$ 58.58	\$ -	\$ 58.58
Alcohol	\$ 14,356.37	\$ 33,491.40	\$ (19,135.03)
Food %	\$ -	\$ 3,319.96	\$ (3,319.96)
Merchandise	\$ -	\$ 1,226.01	\$ (1,226.01)
Music	\$ 165,000.00	\$ -	\$ 165,000.00
Parking	\$ -	\$ 1,620.76	\$ (1,620.76)
Production	\$ 18,136.37	\$ -	\$ 18,136.37

Marketing	\$ 13,776.45	\$ -	\$ 13,776.45
Photography	\$ 600.00	\$ -	\$ 600.00
Security	\$ 4,907.38	\$ -	\$ 4,907.38
Ticketing	\$ 262.70	\$ 60,535.00	\$ (60,272.30)
Fundraising	\$ -	\$ 9,846.32	\$ (9,846.32)
Arconic	\$ -	\$ 1,000.00	\$ (1,000.00)
Port City Group	\$ -	\$ 25,000.00	\$ (25,000.00)
MiCoast Properties	\$ -	\$ 25,000.00	\$ (25,000.00)
Mart Dock	\$ -	\$ 10,000.00	\$ (10,000.00)
Tyler Sales	\$ -	\$ 7,500.00	\$ (7,500.00)
Northern Michigan Tool	\$ -	\$ 5,000.00	\$ (5,000.00)
Parmenter Law	\$ -	\$ 5,000.00	\$ (5,000.00)
Verplank Dock Co.	\$ -	\$ 5,000.00	\$ (5,000.00)
Shape	\$ -	\$ 5,000.00	\$ (5,000.00)
Little River Casino Resort	\$ -	\$ 5,000.00	\$ (5,000.00)
Total	\$ 233,472.52	\$ 203,539.45	\$ 29,933.06
Saturday	Expense	Revenue/Sponsor	Net Cost
Hospitality/Committee	\$ 7,060.00	\$ -	\$ 7,060.00
Site Costs	\$ 9,314.67	\$ -	\$ 9,314.67
Supplies	\$ 58.58	\$ -	\$ 58.58
Alcohol	\$ 21,127.48	\$ 49,287.43	\$ (28,159.95)
Food %	\$ -	\$ 4,885.81	\$ (4,885.81)
Merchandise	\$ -	\$ 674.21	\$ (674.21)
Parking	\$ -	\$ 2,040.84	\$ (2,040.84)
Music	\$ 150,500.00	\$ -	\$ 150,500.00
Production	\$ 18,136.37	\$ -	\$ 18,136.37
Marketing	\$ 13,776.45	\$ -	\$ 13,776.45
Photography	\$ 600.00	\$ -	\$ 600.00
Security	\$ 4,907.38	\$ -	\$ 4,907.38
Ticketing	\$ 343.00	\$ 76,225.00	\$ (75,882.00)
Fundraising	\$ -	\$ 12,398.38	\$ (12,398.38)
Coles		\$ 5,000.00	\$ (5,000.00)
Michigrown		\$ 5,000.00	\$ (5,000.00)
DTE Energy		\$ 2,500.00	\$ (2,500.00)
Consumers Energy		\$ 2,500.00	\$ (2,500.00)
Fifth Third Bank		\$ 2,500.00	\$ (2,500.00)
Shoreline Agency		\$ 2,500.00	\$ (2,500.00)
Eklund Holdings LLC		\$ 1,000.00	\$ (1,000.00)
Hines Corp		\$ 1,000.00	\$ (1,000.00)
ETNA Supply		\$ 1,000.00	\$ (1,000.00)
Julie Balgooyen Agency		\$ 1,000.00	\$ (1,000.00)
Safebuilt		\$ 1,000.00	\$ (1,000.00)
Mercy Health		\$ 1,000.00	\$ (1,000.00)

Meijer		\$ 500.00	\$ (500.00)
Garland Industries		\$ 500.00	\$ (500.00)
Bishop Heating & Cooling		\$ 500.00	\$ (500.00)
West MI International		\$ 500.00	\$ (500.00)
Community Shores Bank		\$ 500.00	\$ (500.00)
Republic Services		\$ 2,500.00	\$ (2,500.00)
Total	\$ 225,823.92	\$ 176,511.66	\$ 49,312.26
Event Total	\$ 547,742.67	\$ 405,164.26	\$ 142,578.41

CONCLUSION

It's clear that the event faired better financially than the City Commission approved. The net improvement is somewhere between \$90,000 and \$270,000, depending on how you account for the sponsorships and event fundraising.

This could have been answered with a simple question from Mr. Johnson to with myself, the City Clerk, or the Finance Director.

Sincerely,



Frank Peterson

Ann Meisch

From: Ann Meisch
Sent: Wednesday, January 9, 2019 7:41 AM
To: CommissionAll
Cc: Frank Peterson; Beth Lewis
Subject: bands

Importance: High

Good morning,

Yesterday I put an offer in for the three bands that were available. I learned last night after the Commission Meeting that Lonestar is no longer available.

This is not uncommon. I need to grab the bands ASAP or I risk losing them.

The great news is that we found two really great bands for Friday night. It's Gretchen Wilson for \$75,000 as an opener and Big & Rich for \$100,000. Big & Rich played for a crowd of over 40,000 recently and have over 7 million views on one of their hits alone.

This team could definitely bring us a big turn-out meaning higher ticket sales so that I can actually pay for our 150th celebration including the free day. 😊

For Thursday (the free night) we are currently working on Ultimate Taste – they have one more band member to confirm availability and we should have them. They were at the Cole's event and great. The other is Phil Denny, Jazz Musician.

I need to put an offer in this morning for Gretchen Wilson and Big & Rich. If you have concerns, please email me asap. From our conversations on Monday, I believe everyone is supportive and understands the time crunch and getting all of the stars to align to get a band here is not easy. 😊

These are big names. 😊 Hopefully they will still be available and we can get them! 😊

Ann Meisch, MMC
City Clerk
231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Wednesday, January 9, 2019 1:44 PM
To: 'BYRON TURNQUIST'
Subject: RE: bands

Thank you so much!

-----Original Message-----

From: BYRON TURNQUIST <bjturnquist@comcast.net>
Sent: Wednesday, January 9, 2019 1:43 PM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: bands

You have my support

> On January 9, 2019 at 7:41 AM Ann Meisch <ann.meisch@shorelinecity.com> wrote:

>

>

> Good morning,

>

> Yesterday I put an offer in for the three bands that were available. I learned last night after the Commission Meeting that Lonestar is no longer available.

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> This is not uncommon. I need to grab the bands ASAP or I risk losing them.

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> These are big names. :) Hopefully they will still be available and we can get them! :)

>

> Ann Meisch, MMC

> City Clerk

> 231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Thursday, January 10, 2019 1:24 PM
To: 'Gerald Britton'
Cc: Ken Johnson
Subject: Bands for 150th Celebration

Hi Gerald,

Commissioner Johnson contacted me suggesting the addition of local bands to our line-up. I indicated we were already working on it. He also suggested the high school – younger bands and I told him that just came up last night and we love that idea. May audition them? Great opportunity for them!

He also suggested we try to get Jodi HDoe and Pape for a night. I don't know them but I know you are connected and have a better idea. Could you reach out and see?

He suggested that maybe Ultimate Taste played on a separate night to mix up the demographics a bit. I'm fine with it if it works in everyone's schedule booked so far.

Let me know your thoughts.

Thanks!

Ann Meisch, MMC
City Clerk
231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Thursday, January 10, 2019 2:41 PM
To: Ken Johnson
Subject: FW: Bands for 150th Celebration

fyi

From: Gerald Britton <bigroundsound@yahoo.com>
Sent: Thursday, January 10, 2019 2:39 PM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Bands for 150th Celebration

I'm intreasted in the high school bands!!! That's a great idea, thank you!! It came up at our meeting yesterday & I think it would be a GREST opportunity for them & a better one for us!!! Cool to see what the next generation is into!!

I'm working with Andre' & Kim from Ultimate Taste for availability.

[Sent from Yahoo Mail for iPhone](#)

On Thursday, January 10, 2019, 1:24 PM, Ann Meisch <ann.meisch@shorelinecity.com> wrote:

Hi Gerald,

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From: Gerald Britton <bigroundsound@yahoo.com>
Sent: Thursday, January 10, 2019 2:39 PM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Bands for 150th Celebration

I will check availability on Artists you mentioned. Thank you again

[Sent from Yahoo Mail for iPhone](#)

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Let me know your thoughts.

Thanks!

Ann Meisch

From: Ann Meisch
Sent: Friday, January 11, 2019 7:55 AM
To: Frank Peterson; 'Stephen Gawron'
Subject: FW: Bands for 150th Celebration

FYI –

Ken called me and seems to know people he wants to play. While we are working on local bands, we have to be really careful. Big acts like this will come with riders and they have the final say.

Also, as much as it was suggested, you don't mix genre at a big concert. Attendees will be frustrated. You don't put a country with and r&b for example. It's a hot mess. ☺ So we are trying to mix it just a little because we were asked to but it's not going to stand out as completely different because we just can't or we won't have the big acts.

I am going to suggest to Ken that we could do a local band type of thing on Saturday during the day at Taste.

Thanks

From: Gerald Britton <bigroundsound@yahoo.com>
Sent: Thursday, January 10, 2019 6:45 PM
To: Ken Johnson <ken.johnson@shorelinecity.com>; Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Bands for 150th Celebration

Hey Ken,

Keep in mind, as we pointed out at the meeting, we have already booked a Jazz artist, Phil Denny, he is regional. We have also spoke to Ultimate Taste. They are also booked now for the event.

The National headliners for Friday & Saturday do have restrictions that we must follow as we are contractually bound to those.

Adding DJ between sets might be good on Thursday but may not on Friday or Saturday. Due to time constraints.

In addition, opening slots will be limited & are controlled by the headlining artists as well. We will do everything we can to involve everyone we can. However, we have guidelines, that won't be clear till offers are finalized, that will limit what we are able to do. I want to put any & all local talent that we can & make this a celebration!!! Let's get contact information & understand our guidelines before we pursue anyone or make promises.

Thank you,
Gerald E. Britton

[Sent from Yahoo Mail for iPhone](#)

On Thursday, January 10, 2019, 5:03 PM, Ken Johnson <ken.johnson@shorelinecity.com> wrote:

Just got off the phone with Jodi Dro of HDOE. He and PAPE are no longer performing together, but are still on good terms and may be interested in collaborating for a special, community event (rest-assured, Ann, I didn't spill the beans yet on our 150th Anniversary party).

Even if HDOE do not perform, Jodi said that he'd be happy to help identify local hip-hop artists for an event, understanding they their music cannot be offensive and preferably positive. Jodi also DJs, so perhaps he could do his thing prior to the hip-hop show or in between sets. Just a thought.

If either of you would like to confer with Jodi, he can be reached at [\(616\) 935-2089](tel:6169352089).

Meanwhile, I'm going to reach out to some other local musicians about who they think would be ideal for this event. What would be helpful for me to know is how much time or how many slots might be available for local/regional acts. We could use these acts to help diversify the musical styles/genres each night, so that the headliners and openers can be of the same variety each night.

Thanks, Ann and Gerald, for your work on this celebratory event! I'm looking forward to it.

Best,
Ken

Kenneth D. Johnson
City Commissioner, At-large

City of Muskegon
933 Terrace St., P.O Box 536
Muskegon, MI 49443

shorelinecity.com
downtownmuskegon.org
muskegonareafirst.org

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He suggested that maybe Ultimate Taste played on a separate night to mix up the demographics a bit. I'm fine with it if it works in everyone's schedule booked so far.

Let me know your thoughts.

Thanks!

Ann Meisch, MMC

City Clerk

231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Friday, January 11, 2019 8:01 AM
To: 'Gerald Britton'; Ken Johnson
Cc: Frank Peterson; 'Stephen Gawron'
Subject: RE: Bands for 150th Celebration

Ken,

If we want to do a “new” local band type of event, maybe we could consider doing something at Hackley Park? We invite bands to come as a type of play-off or something like that, allow the people to vote for their favorite, and maybe offer the winning band the opportunity to play at Taste next year and maybe a cash prize of \$1,000 or something if we can make that much from the concerts that we could pay for it from there? It could be a fun thing to do for local acts, we could invite PIP people to listen to the talent as well as bar owners who hire people as well.

It would be another fun event to promote our 150th and it's not something I've seen around here. 😊

From: Gerald Britton <bigroundsound@yahoo.com>
Sent: Thursday, January 10, 2019 6:45 PM
To: Ken Johnson <ken.johnson@shorelinecity.com>; Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Bands for 150th Celebration

Hey Ken,

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Kenneth D. Johnson
City Commissioner, At-large

City of Muskegon
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Muskegon, MI 49443

shorelinecity.com
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Cc: Ken Johnson
Subject: Bands for 150th Celebration

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Ann Meisch

From: Ann Meisch
Sent: Wednesday, January 23, 2019 9:06 AM
To: CommissionAll; Frank Peterson; Beth Lewis
Subject: 150th Year

Good morning!

I wanted to give you an update on our 150th. It's difficult to talk about it in public because we want to surprise the community. ☺

Honestly I am about 6 months behind from when this event should have been planned. It was the element of surprise, but it's okay and we will get there. ☺ It does mean though that decisions are being made quickly. If we don't, we will most likely lose those bigger acts, or reserving lighting, sound, etc.

Budget is on my mind all the time. These events are not inexpensive. I'm trying to plan a quality event but being careful that we can't add many add-ons. It adds up quickly. Ticket sales will always remain one of my biggest stressors. We are known for being last minute so it's going to be a wait and see.

This is where I am at:

First, I had to set a price for the tickets. I thought we had more time to do that but I learned that the artists have a say in it so that decision had to be made quickly. The price for a one day ticket will be \$30 and a two day pass will be \$50. Thursday's event we did not think would be feasible to be free. I have been able to talk to some of you and everyone seemed to be okay with a \$10 ticket and receiving a \$5 coupon back to spend at the event.

On March 23rd Taste of Muskegon is hosting a fundraiser for Taste of Muskegon that will be held at the Farmers Market. It will be a Blues and BBQ event. Details on that later. On March 23 and 24 ONLY tickets will be on sale for \$25 each or a pass for just \$40. The \$10 ticket will remain the same and purchased separately. This has been confirmed with the artists. We will sell tickets at the Blues Event

Yesterday I signed the contract with Warrant (\$25,000) and Brent Michaels (\$125,000). I am waiting for their signature and then we will pay them their deposit. Brent Michaels has in his contract that if we talk about his act before he signs and paid the deposit, he won't perform and we pay him \$125,000. So please don't say anything. ☺ I'm only talking to the key players on my committee that I am developing.

Thursday we have a great Jazz Player, Ultimate Taste, and Bryce Vine. Those of you who may not know Bryce Vine, he is an up and coming singer who has one hit currently on the radio, Drew Barrymore, that has had 32 million views on youtube.

Our offer is in to Gretchen Wilson (\$75,000). They have responded asking for clarification on a few things so they are reviewing it and I hope to hear back very soon. After, we can officially offer her opener, Sawyer Brown (\$35,000).

We are working to add some local acts but know that we also need to receive the approval of the main acts on any music. I've spoken to my music person and he asked that you email me a list of local acts that you are interested in and we can choose from that list what works with schedule, what the headliners will accept, etc. We have room for 1 maybe 2 each night so keep that in mind. Please forward your list! ☺

I have met with Irish Fest, Unity Fest, and Summer Celebration gathering all of the insights I can. I am working to put together a team of experienced people specifically at this venue. I'm so excited that I have some strong individuals serving!

The riders for the artists include renting dressing rooms, 15 passenger vans, and approximately 50 hotel rooms for all the acts over 3 days and other concessions. This is very typical and part of the cost of the festival.

Because of the expense and listening to board members of Summer Celebration, I am really emphasizing that we cannot give away tickets. There will of course be some that we do, probably radio give-a-ways, etc. to promote the event, but I've been told one of the biggest contributing factors to the demise of the concerts was giving away too much as well as the cost of the bands. This goes for our own city employees as well. If people ask about free tickets, please send them my way and tell them that you hear for a few hours of volunteering at the festival, they will get in that day for free. ☺ Of course we would give tickets for sponsorships or in-kind services, and similar reasons. I hope this makes sense?

At the moment, we plan to start release concert information approximately March 1st and really talk about it until the pre-release date of March 23rd & 24th. I'm working with a company who specializes in making these types of commercials. The artists have final say over any advertising and this company has their clips and the artists like their work.

We do think it would be a great idea to give a \$10 ticket to each person who attends our community appreciation event in March. This will be a great give-a-way and incentive to get people to attend and learn more about government. Deb and I are working on those plans.

I'll update you when I hear confirmation of the bands and whatever information I have. We definitely have other things going – this is just the bigger component. Sorry for writing a book!

Ann Meisch, MMC
City Clerk
231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Wednesday, January 23, 2019 12:50 PM
To: 'Gerald Britton'
Subject: RE: Notes from our 2019 Retreat - update

Two Commissioners brought up local talent again last night wanting it in the 150th. This morning I sent an email asking that they just forward me the local talent they would like to see and we would see which acts would fit in and try to schedule a couple. I thought that was the easier way to go. This way no matter what it will be someone they wanted but you can still decide who makes sense. I told him we had time on the local talent portion.

From: Gerald Britton <bigroundsound@yahoo.com>
Sent: Wednesday, January 23, 2019 12:48 PM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Notes from our 2019 Retreat - update

Okay

Sent from Yahoo Mail for iPhone

On Wednesday, January 23, 2019, 12:47 PM, Ann Meisch <ann.meisch@shorelinecity.com> wrote:

I found more notes when I was going through my notebook. I missed a couple of sections so I added those.

Thanks!

From: Ann Meisch
Sent: Tuesday, January 22, 2019 4:17 PM
To: Jacqui Erny <Jacqui.Erny@shorelinecity.com>; 'Cella Henry' <mcellah12@gmail.com>; 'Sabryna Benmark' <sbenmark@childabusecouncil.org>; 'Lisa Kraus' <lisa@tasteofmuskegon.org>; 'June, Pete' <PeteJune@iheartmedia.com>; 'immaculately.conceived@gmail.com' <immaculately.conceived@gmail.com>; Jamie Pesch <jamie.pesch@shorelinecity.com>; 'Robin_Henshaw@usc.salvationarmy.org' <Robin_Henshaw@usc.salvationarmy.org>; Gerald Britton <bigroundsound@yahoo.com>; Kimberly Young <kimberly.young@shorelinecity.com>; 'Kenney, Randy' <rkenney@fbinsmi.com>; Sarah Petersen <sarah.petersen@shorelinecity.com>; 'brent.mullen@gmail.com' <brent.mullen@gmail.com>; 'charmorse231@gmail.com' <charmorse231@gmail.com>; Ken Grant <ken.grant@shorelinecity.com>; Matt Beerman <matt.beerman@shorelinecity.com>; Lisa Potter <lisa.potter@shorelinecity.com>; Michelle Primmer <michelle.primmer@shorelinecity.com>
Subject: Notes from our 2019 Retreat

Attached are my notes from our very successful retreat this weekend!

Let me know if I missed anything that should be in there. I think we all have homework assignments. ☺ It was an awesome brainstorming session!

From: Jacqui Erny

Sent: Thursday, December 27, 2018 4:45 PM

To: Ann Meisch <ann.meisch@shorelinecity.com>; 'Cella Henry' <mcellah12@gmail.com>; 'Sabryna Benmark' <sbenmark@childabusecouncil.org>; 'Lisa Kraus' <lisa@tasteofmuskegon.org>; 'June, Pete' <PeteJune@iheartmedia.com>; 'immaculately.conceived@gmail.com' <immaculately.conceived@gmail.com>; Jamie Pesch <jamie.pesch@shorelinecity.com>; 'Robin_Henshaw@usc.salvationarmy.org' <Robin_Henshaw@usc.salvationarmy.org>; Gerald Britton <bigroundsound@yahoo.com>; Kimberly Young <kimberly.young@shorelinecity.com>; 'Kenney, Randy' <rkenney@fbinsmi.com>; Sarah Petersen <sarah.petersen@shorelinecity.com>; 'brent.mullen@gmail.com' <brent.mullen@gmail.com>; 'charmorse231@gmail.com' <charmorse231@gmail.com>; Ken Grant <ken.grant@shorelinecity.com>; Matt Beerman <matt.beerman@shorelinecity.com>; Lisa Potter <lisa.potter@shorelinecity.com>; Michelle Primmer <michelle.primmer@shorelinecity.com>

Subject: Taste of Muskegon 2019 Retreat Jan 18 & 19

We are officially going to Manistee and renting this gem for the nights of Jan 18 and 19. The plan is to meet all day on the 19th and get down to nitty gritty details for Taste. There are two living rooms at this house so we can break into smaller groups as well. There is also a hot tub and sauna! Below is who I've heard who is able and not able to come thus far. Please RSVP as soon as possible if you are able to come!

Coming

Ann

Jeff

Pete

Lisa K

Marcella

Sabryna

Kim

Lisa P

LT

Unable to Come

Brent

Unknown

Jamie

Adrian

Robin

Gerald

Randy

Sarah P

Char

Ken

Matt

Michelle

Jacqui Erny

Event Coordinator

City Clerk's Office

231.724.6777



Ann Meisch

From: Ann Meisch
Sent: Wednesday, January 23, 2019 1:03 PM
To: 'Gerald Britton'
Subject: RE: Notes from our 2019 Retreat - update

I know but these are my bosses and the ones authorizing the money. This is my life. ☺

If we have to open at 3 pm or something and add something at the beginning, but I need to allow a couple of them. Hopefully they will choose something you already have.

From: Gerald Britton <bigroundsound@yahoo.com>
Sent: Wednesday, January 23, 2019 12:52 PM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Notes from our 2019 Retreat - update

We already have local & regional on Thursday & I have several local country & Rock bands to choose from once the headliners are finalized

Sent from Yahoo Mail for iPhone

On Wednesday, January 23, 2019, 12:49 PM, Ann Meisch <ann.meisch@shorelinecity.com> wrote:

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'charmorse231@gmail.com' <charmorse231@gmail.com>; Ken Grant
<ken.grant@shorelinecity.com>; Matt Beerman
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<lisa.potter@shorelinecity.com>; Michelle Primmer
<michelle.primmer@shorelinecity.com>
Subject: Taste of Muskegon 2019 Retreat Jan 18 & 19

We are officially going to Manistee and renting [this gem](#) for the nights of Jan 18 and 19. The plan is to meet all day on the 19th and get down to nitty gritty details for Taste. There are two living rooms at this house so we can break into smaller groups as well. There is also a hot tub and sauna! Below is who I've heard who is able and not able to come thus far. Please RSVP as soon as possible if you are able to come!

Coming

Ann

Jeff

Pete

Lisa K

Marcella

Sabryna

Kim

Lisa P

LT

Unable to Come

Brent

Unknown

Jamie

Adrian

Robin

Gerald

Randy

Sarah P

Char

Ken

Matt

Michelle

Jacqui Erny

Event Coordinator

City Clerk's Office

231.724.6777



Ann Meisch

From: Ann Meisch
Sent: Saturday, February 16, 2019 12:59 PM
To: CommissionAll; Frank Peterson
Subject: 150th Announcement

Happy Saturday!

We have been working non-stop on our 150th celebration. I will send a more detailed update hopefully this weekend still. Thanks for your patience as this is such a fast moving project.

This weekend we want to start putting out a teaser. This is not about the concert - it's about our 150th Anniversary in general. We plan to post one of these videos and then in a week, post the other. These people are trying to say sesquicentennial. I can't say it. lol The idea is for people to try and guess what they are saying.

We have big foot type music playing because many sound like they are trying Sasquatch we noticed. Some will guess it, but we will not confirm or deny so we plan to say nothing as they make comments.

We will have one more video that will state it's our 150th. Approximately The first week in March we will start announcing our big concert celebration.

This is just a fun social media portion to engage people. Feel free to share it when you see it.

The videos are below with the password. I plan to post one of them tonight on our page. Let me know what you think of the idea and video.

Thanks!

<https://vimeo.com/316348705>

<https://vimeo.com/316348649>

Password - hiann
Sent from my iPhone 8 Plus

Ann Meisch

From: Ann Meisch
Sent: Monday, February 18, 2019 1:38 PM
To: CommissionAll; Frank Peterson
Subject: 150th Celebration Update
Attachments: City of Muskegon 150th Celebration (2).pdf

Good afternoon,

We have been working hard on our 150th Celebration.

Last week I emailed 40 businesses that the City does work with or known supporters of the City asking them to sponsor the event. We are starting to receive responses from those requests (cash and in-kind) and will continue to send out more this week. If you have contacts that you think would be interested, please share the information with me. I'm happy to send it out!

I have attached the sponsorship packet in case you know of anyone who may want to sponsor the event.

We did have a slight change to the music line-up

Thursday

Ultimate Taste
Phil Denny – Jazz - signed
Bryce Vine – waiting for contract

Friday

Kansas - signed
Gretchen Wilson

Saturday

Warrant – signed
Bret Michaels – signed

The big change is Kansas! They are performing on the other side of the State and looking for something in our area. Our agent thought this could really help ticket sales. We have a bit of a mix on Friday so those who might not love country could still come for Kansas and those not in love with rock could come for Gretchen. Kansas was at a cost of \$75,000 which is a great price for them and we do agree the two could draw a bigger crowd. Normally they would have been the headliner but since Gretchen already is, they were willing to be an opening act.

Tyler Sales is trying to see if they can get the Clydesdale horses at the event! It depends where they are in proximity but they are extremely popular and we know the community loves them! If it worked, we would love to have them that Saturday with a parade down Western. They would stay at Heritage outside of our fenced area where they were located on their last visit. Tyler Sales would take care of all of their needs so no extra work on our part except organizing the parade.

We may have the addition of a flyover! I am working with John Workman on this. There would be four planes. The cost is \$1,000 but they might sponsor it for us. Another great addition to the event. I need to coordinate with Tyler to be sure the horses could handle it, but we think families would really enjoy it.

We are looking over our agreements and if possible, we would like to open our venue possibly at 11 am on Saturday and allow the public to come in for free, add some children's activities, and have local bands play until the park needs to be cleared out about 3 pm for the paid concert. Food and beverages would be available at the park for purchase.

We had one small change to our videos I sent you on Saturday – changing one word – so we plan to get those teasers out this week on social media. ☺ It's just a fun way to gather interest from the public.

I've met with IHeart and plan to meet with The Beat. I also met with Charter Cable will be meeting with billboard and network television to advertise the event.

After debating and going back and forth, we have decided to hire Star Tickets for ticketing purposes. They have a lot of experience in Muskegon, their prices are reasonable, they have staff within 45 minutes of us, and we sell Start Tickets at the LC.

I'm working with a company to develop our television commercial.

I'm working at growing our committee but I'm really pleased at the quality of people that we have so far.

This link is top secret – please don't share it. ☺ We will send it out around the March 1st date – but it's pretty cool. It will be a big celebration of Muskegon! <https://www.dropbox.com/s/6iylxunqn9e18ir/July%2013%20final.mp4?dl=0>

We also had a general commercial made about our first 50 years in Muskegon. We will have a second 50 years, and a third. These will be played on cable television and on social media. You can review that here.
<https://vimeo.com/314099778>

So many great things happening – this promises to be a huge year for Muskegon!!

Ann Meisch, MMC
City Clerk
231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Friday, March 15, 2019 10:08 PM
To: Black Circle Radio
Cc: bigroundsound@yahoo.com
Subject: Re: Black Circle Radio and the Muskegon 150

Hi Mitch!

Thanks for reaching out. We do have several MC's from various radio and television stations lined up but with several bands playing, we may be able to schedule you to introduce one of the bands if your interested?

If you send me some information on your advertising prices, that would be great.

Thanks!

Sent from my iPhone 8 Plus

On Mar 15, 2019, at 5:34 PM, Black Circle Radio <blackcircleradiodj@gmail.com> wrote:

Hey Ann and Gerald!

I hope this message finds you busy as all get out, but yet in great spirits. I am the host of the all-vinyl radio program Black Circle Radio here in Muskegon. This is our 10th year anniversary of programming, and our 4th year of being live on-air in Muskegon!

I have worked quite a few events in the city as both an Emcee, as well as a DJ with my vinyl record setup. Gerald can attest to the insane time we worked together in 30+ MPH winds and he had to shut the entire stage down, lol.

Me and my team are extremely interested in proudly taking an active role in Emcee/DJ/Radio Promotion duties for this 150 year celebration. Before I ask any specific questions I am wondering if there is any official form that I would need to complete to be considered to help in this capacity?

Thank you both for the time you are putting into making this very groovy occasion a reality. Please reach out to me through email or phone at 231-288-8869. Included below is my 2019 press kit for more information regarding my programming. Cheers from Nelson Neighborhood!

<http://bit.ly/BlackCircleRadioMediaKit>

All the best,

Mitch Anderson
Black Circle Radio Founder/Host
www.blackcircleradio.com
www.facebook.com/blackcircleradio
www.twitter.com/blckcircleradio
Currently Spinning: Rage Against the Machine - Evil Empire

Ann Meisch

From: Ann Meisch
Sent: Friday, March 15, 2019 10:21 PM
To: Black Circle Radio
Subject: Re: Black Circle Radio and the Muskegon 150

Perfect! See you then!

Sent from my iPhone 8 Plus

On Mar 15, 2019, at 10:13 PM, Black Circle Radio <blackcircleradiodj@gmail.com> wrote:

Of. Course. Want me to come to city hall with Levon, or does a phone call at say 10:00am work better for you?

On Fri, Mar 15, 2019, 10:12 PM Ann Meisch <ann.meisch@shorelinecity.com> wrote:
Absolutely! Does Monday work?

Sent from my iPhone 8 Plus

On Mar 15, 2019, at 10:10 PM, Black Circle Radio <blackcircleradiodj@gmail.com> wrote:

Hey Ann!

I'm SO interested. Are you free for a phone call sometime in the near future? I have some unique ideas that I think would be amazing for the artists, city, and residents alike.

Thank you so much for the response.

Chat soon!!

- Mitch
231-288-8869

On Fri, Mar 15, 2019, 10:07 PM Ann Meisch <ann.meisch@shorelinecity.com> wrote:
Hi Mitch!

Thanks for reaching out. We do have several MC's from various radio and television stations lined up but with several bands playing, we may be able to schedule you to introduce one of the bands if your interested?

If you send me some information on your advertising prices, that would be great.

Thanks!

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All the best,

Mitch Anderson
Black Circle Radio Founder/Host
www.blackcircleradio.com
www.facebook.com/blackcircleradio
www.twitter.com/blckcircleradio
Currently Spinning: Rage Against the Machine - Evil Empire

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WARNING: This email originated outside of the City of Muskegon email system!
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NEVER provide your User ID or Password.

To: City Manager
From: Ann Marie Meisch, MMC ~ City Clerk
Date: March 26, 2019
Re: Monthly Report for February 2019

ELECTIONS

Applications for absentee ballots for the May 7th Election have been mailed as well as continuing voter registration updates. We are also issuing petitions to those interested in running for City Commission. The deadline for filing is Tuesday, April 23rd at 4 pm. We currently have 25,434 registered voters.

BUSINESS REGISTRATION

We had 8 new business registrations in the month of February. A final late notice was sent to businesses who did not pay their 2018 license. They have until March 30th to remit payment for citations will be issued.

ENCROACHMENT AGREEMENTS ~ We have four encroachments that have not renewed. There are 78 encroachments that are in compliance and we received one new application.

PASSPORTS

We processed 46 passport renewals not calculated with the 209 new passports we processed in February along with photos.

Listed below are some of the major functions of the City Clerk's Office and the activity in each area for the past year.

WALK-IN CUSTOMERS

The number of walk-in customers include any customers looking for services from the City Clerk's Office. They do not include any mail delivery or City employees.

October 1,770

November 1,073

December 514

January 602 (closed 4 business days due to weather and holidays)

February 641

Measureable Activities					
		 Registered Voters	 Business Registrations	 FOIA Requests	 Passports Processed
	February	25,434	1,239	6	209
	January	25,425	1,253	3	198
	December	25,442	1,242	2	136
	November	25,405	1,234	4	166
	October	25,400	1,259	6	135
	September	25,232	1,253	5	104
	August	25,133	1,252	6	131
	July	25,133	1,256	3	124
	June	25,006	1,266	1	114
	May	24,975	1,271	3	131
	April	24,951	1,265	1	161
	March	24,941	1,280	14	235
	February	24,927	1,278	3	229
2018	January	24,930	1,272	3	211
	December	24,928	1,277	0	109
	November	24,920	1,276	2	102
	October	24,934	1,273	3	105
	September	24,911	1,264	8	96
	August	24,865	1,260	3	130
	July	24,867	1,261	1	123
	June	24,857	1,256	0	113
	May	24,877	1,253	0	127
	April	24,841	1,253	2	134
	March	24,804	1,254	2	230
	February	24,804	1,255	2	222

FARMERS MARKET

MINDING THE MARKET - The indoor market continues to go well

KITCHEN 242 - The kitchen was occupied 5% of the time in February with billable hours. The full report on the kitchen is attached.

EVENTS AT THE MARKET ~ We have a Paint your Pet night scheduled March 19, 20, 21, April 15, 16, and 17. All dates are sold out!

Blues & BBQ event is scheduled for March 23rd.

We have finalized the dates of the food truck rallies to include June 26, July 24, and August 21. We have 29 food trucks already apply! We do limit it to 20 food trucks based on our experience, profit margin for the vendors, and we want a good variety of selection.

Dining in the Dark went really well! We had approximately 48 people in attendance. It continues to be a very enjoyable evening that brings a unique experience downtown and gives residents a fun activity to do in the winter. The profit made after all expenses were paid was \$665.

WESTERN MARKET

The committee reviewed the applications and the selections have been made. I am going to work with Carla from the Art Fair to see how we can do a blind judging next year as well.

They are listed in order of chalet from A to Q.

- | | |
|----------------------------|--------------------------|
| A. Good Moos | J. Rustic Roots by SLC |
| B. B. Unique | K. Giro DiGelato |
| C. SkeeTee's | L. Muskegon Inspired |
| D. Maggie's | M. Due Customer Apparel |
| E. Book Nook Too | N. Clean Ocean Clothing |
| F. Harris & Willow | O. Thoughtfully Thrifted |
| G. Tatterweave | P. Gems by the Lakeshore |
| H. SiliPint | Q. Village Baker |
| I. Happy Matt's Kettlecorn | |

TASTE OF MUSKEGON

Taste of Muskegon is now meeting bi-weekly. Plans for a bigger kid's area and the addition of adult slushies are being made. We created an option for dual sponsorship with the 150th to minimize our fundraising efforts and for Taste of Muskegon we exceeded our goal by going over the \$25,000 mark! Last year we raised just over

\$18,000. We also have music chosen with a country themed evening on Friday and a Tesla and Journey/BonJovi Tribute on Saturday.

We are going to have incredible kitchen demonstrations given by Chef Char in a REAL kitchen on-site. We are so excited about this.

We also want to give a huge shout-out to Smuckers who is our big sponsor with \$10,000. We will be pushing their healthy line of items so people attending won't be seeing the peanut butter and jellies we normally think about but it is Smuckers. ☺

150th Celebration

The 150th Celebration is meeting bi-weekly. There are so many components to it that it would be a lengthy process to update on each section but I will do my best to keep you informed on as much as I can. At least 40-50 bands have reached out to us wanting to play the event. We can only accommodate a few. We put out a poll and it was great to see the community was in agreement with the thoughts that our sound production originally had. It is quite complicated switching out one band for another in terms of instruments and time so some will play to track music only. It all depends on what our sound production tells us is doable.

We had many food trucks reach out wanting to be part of the celebration. We are allowing 10 food trucks. We are using food trucks that we have experience with because we are using the honor system. We will receive 20% of the proceeds. We will not be collecting tickets for this one-time event. As such, we need food vendors who have built a relationship with us and want to continue this relationship. Dan R.S. is very experienced with food trucks and is chairing this section and making the selections.

This report is written a little late so as of March 26th, we have secured \$85,500 in cash sponsorships and \$19,000 in in-kind sponsorships. We still need more - a festival is a pricey endeavor, but we are happy with the response of the community to this point. ☺

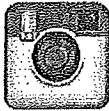
If slushy drinks work out for Taste, we plan to offer them at our 150th Celebration. They were a big profit maker for past events, it's the machines keeping up with the demand that is the challenge. There are large companies like Southern Comfort that own an actual truck that bring it on-site as long as we use their spirits. If we can find a company to do that for us, that would be great. Plan B is to rent slushy machines and try it out.

OTHER EVENTS

We are working with staff on our March 11th Appreciation Event - a get to know your government event.

CITY'S IMAGE - INTERNAL & EXTERNAL

SOCIAL MEDIA FOLLOWING

<i>Public Relations/Social Media</i>				
				
		Facebook Followers	Twitter Followers	Instagram Followers
2019	February	20,506	1,793	1,207
	January	20,459	1,772	1,196
	December	20,495	1,764	1,189
	November	20,305	1,750	1,187
	October	20,325	1,739	1,188
	September	20,310	1,727	1,189
	August	20,340	1,720	1,177
	July	20,302	1,719	1,162
	June	20,348	1,700	1,148
	May	20,405	1,684	1,123
	April	20,332	1,665	1,089
	March	20,306	1,628	1,051
2018	February	20,342	1,600	1,049
	January	20,335	1,588	1,025
	December	20,265	1,568	1,011
	November	20,381	1,542	993
	October	20,416	1,514	980
	September	20,434	1,500	950
	August	20,452	1,486	928
	July	20,406	1,453	858
	June	20,290	1,430	818
	April	20,222	1,365	683
	March	20,231	1,351	673
	February	20,244	1,332	635
2017	January	20,270	1,315	576

Community Relations

Up-to-date.

MISCELLANEOUS

ONGOING DUTIES ~ Staff continues to prepare packets for the Worksession, Commission meetings, and CRC meetings, register deeds with the County Deeds Office, process payroll, and payments pertaining to our office as well as balancing the cash register, forward Chronicle announcements for publication, conduct bid openings, post board notices, as well as process several requests for proclamations, resolutions, and letters of appreciation.

Respectfully Submitted,

Ann Marie Meisch, MMC ~ City Clerk

Ann Meisch

From: Ann Meisch
Sent: Thursday, June 27, 2019 1:10 PM
To: _All Email Users; CommissionAll
Cc: 'Lisa Kraus'
Subject: Volunteers needed for 150th
Attachments: Volunteer sign up Sheet.pdf

We have a big event coming on July 11 - 13 and we are in need of many volunteers!

We know that many have not been fond of the online sign-up system (we will work on that for the future) so if can volunteer and help us out, just email me what shift you can work and a t-shirt size. The attached will let you know the hours and jobs available.

Thanks!

-----Original Message-----

From: Kimberly Young <kimberly.young@shorelinecity.com>
Sent: Thursday, June 27, 2019 9:03 AM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Emailing: Volunteer sign up Sheet

This is a sign up sheet with several blanks on each page to fill in.

I don't know if you want to send it to department heads or employees or what...I'll let you decide. 😊

Your message is ready to be sent with the following file or link attachments:

Volunteer sign up Sheet

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

Ann Meisch

From: Ann Meisch
Sent: Monday, July 1, 2019 10:45 AM
To: 'Willie German'
Cc: 'Lisa Kraus'
Subject: RE: Volunteers needed for 150th

Awesome! Thanks Commissioner German!

From: Willie German <willie.germanjr@gmail.com>
Sent: Monday, July 1, 2019 10:29 AM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Volunteers needed for 150th

Hello Ann,

I want to volunteer for Freddie Jackson event on July 11th. The time of 3:45 p.m. to 7:30 p.m. works for me, my tee shirt size is XL.

Thanks,

Commissioner German

On Thu, Jun 27, 2019 at 1:10 PM Ann Meisch <ann.meisch@shorelinecity.com> wrote:

We have a big event coming on July 11 - 13 and we are in need of many volunteers!

We know that many have not been fond of the online sign-up system (we will work on that for the future) so if can volunteer and help us out, just email me what shift you can work and a t-shirt size. The attached will let you know the hours and jobs available.

Thanks!

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Ann Meisch

From: Ann Meisch
Sent: Monday, July 1, 2019 10:47 AM
To: 'Willie German'
Cc: Jeff Lewis; Frank Peterson
Subject: RE: Volunteer and Meeting Place

Hello Commissioner,

I sent your request about your son to my sound production and I will let you know.

The room for the Fire Department is booked by the Public Safety Department. I am cc'ing Jeff for his assistance. If that doesn't work, I'm sure you could use a room at City Hall. I would agree the fire department is more comfortable though.
☺

Thanks!

From: Willie German <willie.germanjr@gmail.com>
Sent: Monday, July 1, 2019 10:41 AM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Volunteer and Meeting Place

Hello Ann,

Is the person in charge of the music production engineer looking for volunteer, for the upcoming concerts event? If so, I have my son Willie, who just recently graduation from Western Michigan University in Multimedia and Music Production, he is looking to volunteer in this area, if there is a chance the sound person need help.

Two things I have a question for. I'm a member of the NAACP, that's with Vice Mayor Hood as NAACP President. We are looking for a new place to hold meetings for one hour. The fire station conference room came up, is there any availability for the NAACP to have meetings there on the second and fourth Wednesday of each month from 5:30 p.m. to 6:30 p.m.

Thanks,

Commissioner German

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Ann Meisch

From: Ann Meisch
Sent: Monday, July 1, 2019 2:43 PM
To: 'Gerald Britton'; 'Willie German'
Subject: Sound personnel

Hello Commissioner German,

I spoke to Gerald, our lead Sound Tech, and he says he would love to have him!

I've cc'd him if you can share this with your son, they can make arrangements.

Thanks!

Ann Meisch, MMC
City Clerk
231-724-6705

Ann Meisch

From: Ann Meisch
Sent: Monday, July 1, 2019 3:05 PM
To: 'Gerald Britton'; 'Willie German'
Subject: RE: Sound personnel

Thanks Gerald! Commissioner German, the information your son needs is below.

Thanks!

From: Gerald Britton <gryche7@icloud.com>
Sent: Monday, July 1, 2019 3:04 PM
To: Ann Meisch <ann.meisch@shorelinecity.com>
Subject: Re: Sound personnel

Hello & good afternoon!!! I'm looking forward to working with Willie!!! Our plan right now is load in starts 7am Wednesday July 10th. Meet @ Heritage Landing around 6:30am to go over the plans for the day & get started. Willie will be working with seasoned veterans in the touring & festival world. Great opportunity to teach & for him to learn from true Professional engineers. Look forward to meeting him & you as well!

Thank you,
Gerald E Britton
Production Manager
Muskegon 150th

Sent from my iPhone

On Jul 1, 2019, at 2:42 PM, Ann Meisch <ann.meisch@shorelinecity.com> wrote:

Hello Commissioner German,

I spoke to Gerald, our lead Sound Tech, and he says he would love to have him!

I've cc'd him if you can share this with your son, they can make arrangements.

Thanks!

Ann Meisch, MMC
City Clerk
231-724-6705

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Agenda Item Review Form

Muskegon City Commission

Commission Meeting Date: September 29, 2020	Title: Farmers Market Funding
Submitted By: Frank Peterson	Department: City Manager
Brief Summary: Staff recently learned that the Farmers Market NET position greatly underperformed City Commission approved budget for FY 2019-20. At the same time, staff learned that the NET position of the fund was trending to greatly under-perform current budgeted figures for FY 2020-21. Staff is seeking additional funding to operate the Farmers Market through June 30, 2021.	
Detailed Summary: Staff made the decision to begin cutting costs at the Farmers Market immediately upon receiving a report from the Finance Department that indicated that the fund was grossly underperforming the Commission-approved budget. In the recent past, as City Manager, I would have used my discretion to approve the expenses and wait for a Commission meeting to address the shortfall. With this situation coming on the heels of the Commission calling for the review of funds/expenses from previous fiscal years to look for unapproved spending, and the previous results of the Coronavirus Economic Relief effort, I felt that I could follow no other course than to significantly reduce spending at the Market immediately. The expectation as to address this at a City Commission Meeting.	
Amount Requested: \$150,000	Amount Budgeted: \$0
Fund(s) or Account(s): General Fund	Fund(s) or Account(s): N/A
Recommended Motion: Authorize the transfer of \$45,000 from the General Fund to offset costs related to the Farmers Market in FY 2019-20 and an additional \$105,000 to offset costs related to the Farmers Market in FY 2020-21.	
Check if the following Departments need to approve the item first: Police Dept. ☐ Fire Dept. ☐ IT Dept. ☐ For City Clerk Use Only: Commission Action:	

Affirmative Action
(231)724-6703
FAX (231)722-1214

Assessor/
Equalization Co.
(231)724-6386
FAX (231)724-1129

Cemetery/Forestry
(231)724-6783
FAX (231)724-4188

City Manager
(231)724-6724
FAX (231)722-1214

Clerk
(231)724-6705
FAX (231)724-4178

Comm. & Neigh.
Services
(231)724-6717
FAX (231)726-2501

Computer Info.
Technology
(231)724-4126
FAX (231)722-4301

Engineering
(231)724-6707
FAX (231)727-6904

Finance
(231)724-6713
FAX (231)726-2325

Fire Department
(231)724-6795
FAX (231)724-6985

Human Resources
Co. (Civil Service)
(231)724-6442
FAX (231)724-6840

Income Tax
(231)724-6770
FAX (231)724-6768

Mayor's Office
(231)724-6701
FAX (231)722-1214

Planning/Zoning
(231)724-6702
FAX (231)724-6790

Police Department
(231)724-6750
FAX (231)722-5140

Public Works
(231)724-4100
FAX (231)722-4188

SafeBuilt
(Inspections)
(231)724-6715
FAX (231)728-4371

Treasurer
(231)724-6720
FAX (231)724-6768

Water Billing
(231)724-6718
FAX (231)724-6760



September 28, 2020

Mayor Stephen Gawron
City of Muskegon
933 Terrace Street
Muskegon, MI 49440

via email: steve.gawron@shorelinecity.com

Mayor Gawron,

Staff is seeking approval to properly allocate \$150,000 in general fund dollars to subsidize the Farmers Market. As you know, the Farmers Market relies heavily on volunteers and fundraising. Staff has been unable to do any such fundraising this year. Additionally, funds generated from the flea market and Kitchen 242 are down from initial projections.

For FY 2019-20, the Commission budgeted \$239,700 in revenues vs \$203,306 in expenses. Staff requested an additional \$30,000 in the 3rd Quarter Reforecast, but that was never approved by the City Commission. As the audit work is ending, staff revenues were significantly less than anticipated; aside from the transfer-in not being approved, the actual market-generated revenues were \$105,507 (compared to the \$159,000 originally budgeted. Additionally, fundraising came in at \$45,382.89 (the Commission approved (\$80,500). On the expense side, costs came in approximately \$2,500 under budget. To balance the Fund for FY 2019-20, we will need to transfer \$45,000.

For FY 2020-21, the Commission budgeted \$203,131 in revenues vs \$201,703 in expenses. As the 1st quarter is ending, we requested a report from the Finance Department. The report indicates that revenues were tracking significantly less than anticipated; based on previous performance through the first quarter, staff is now estimating that the market's total revenue would only reach \$150,000. This includes \$55,000 already allocated from the General Fund. To balance the Fund for FY 2019-20, we will need to transfer an additional \$105,000.

This fund can be complicated because vendors can pay their fees early in the summer, and be applied to a previous FY. They could also pay them after July 1, and be applied to the future FY. This year was especially difficult to understand because the season started late due to COVID 19. The result was a significant lag in truly understanding the financial needs of the fund. With an additional allocation of \$150,000, the Muskegon Farmers Market can function status quo through the end of the fall season, and then resume in the Spring months. We do not anticipate an indoor winter market this year.

I apologize for the inconveniences this has caused our community. I normally pride myself on my ability to make reasonable decision that are in the best interests of the community and organization and would be supported after-the-fact by the City Commission. I am not as confident in that ability given the current climate.

Sincerely,

A handwritten signature in black ink, appearing to read 'Frank Peterson'.

Frank Peterson

WATCH MUSKEGON

Agenda Item Review Form Muskegon City Commission

Commission Meeting Date: September 29, 2020	Title: Election Purchases Grant - Expenditures
Submitted By: Ann Meisch	Department: City Clerk
Brief Summary: City Commissioners previously authorized the City Clerk to expend all Election Grant Funds in the amount of \$433,580. Staff wanted to bring Commission up-to-date on purchases made thus far in the amount of \$190,915.60 Several other purchases/marketing expenses are in process and we will update the Commission at the next meeting.	
Detailed Summary: At this time, we have purchased the following: Hart High Speed Tabulator - \$98,335 6 carts for ballots - \$719.88 200 voting booths - \$25,982 Chair and mechanics to lift desks from Lakeshore Furniture - \$2,438.72 16 laptops from Dell \$16,768 Marketing Coordinator Carla Flanders \$6,000 Lamar Billboards \$10,420 Trailer \$19,849 Election Worker Shirts \$5,080 Replacement Drop Box by Police Department \$3,888 Adams Outdoor Billboards \$1,435 In addition, we have used many Election Workers the past week to process absentee ballots and purchased lunches for them as well. We do not have a total on this expenditure yet, but will in the future – most likely after the Election.	
Amount Requested: \$190,915.60	Amount Budgeted: \$433,580
Fund(s) or Account(s):	Fund(s) or Account(s):
Recommended Motion: To acknowledge and approve the purchases made in the amount of \$190,915.60 for the November Election as authorized by the Commission on September 22, 2020.	
Check if the following Departments need to approve the item first:	

Police Dept. ☐

Fire Dept. ☐

IT Dept. ☐

For City Clerk Use Only:

Commission Action: