

Goal Setting Minutes
April 15, 2022
9 am
Barclay Center, Muskegon, MI

Attendance: Mayor Johnson, Vice Mayor German, Commissioners Hood, Gorman, Ramsey, Emory, and St. Clair.

Staff Members: Andrew Rush, Dave Alexander, Leo Evans, Pete Wills, Jason Boes, Jessica Rabe, Oneata Bailey, Dan VanderHeide, Kim Spittler, Peggy Thorsen-Straley, Jay Paulson, Ann Marie Meisch, Barb Shullenberger, Ken Grant, Jake Laime, Jake Eckholm, and LeighAnn Mikesell.

Facilitator: Lew Bender

Introductions: Mayor Johnson and Interim City Manager LeighAnn Mikesell gave an introduction.

Commission Based SWOC Discussion

Staff members were asked to share challenges they face in each department.

Vision Tour 2027

The team was broken down into three groups to list their vision for 2027 and our potential as a city.

These visions include:

A train from Chicago to Muskegon
Increased public access to the lake
Connect our downtown and water's edge and downtown to beach
Educate and engagement with neighborhoods
Robust parks and recreational program
Seasonal stores at NOAA (Western Market esq)
Non-social media communication between residents and the City
Increased Election Engagement
Water taxi connecting Shoreline Drive and Lakeside
Completion of current economic development projects
Infill housing
Decreased burden on residents to support infrastructure (implement federal resources)
Diversity - in our downtown and staff City Hall
Economic Opportunity localized with neighborhood, youth focused, and seasonal balance
Communication
Blight fight

Events/Activities

Improved Muskegon Public Schools as an institution

Robust neighborhood associations across the city

Micro communities like we currently have on Western but add them to our neighborhoods

Email list of residents for communication

Open bathrooms throughout the community

1. Destination Community/Quality of Life

One Year Tasks

Meeting & conversation with Amtrak

Water Taxi

Establish robust parks and rec expansion plan

Events and activities proceed

Begin engagement and discussion about chalets at NOAA - Commissioner Emory

Neighborhood micro communities - Commissioner Ramsey

Allocation of funds for tram, restrooms, etc.

2. Community Connection

One Year Tasks

Increase Education and Outreach to voters

Update and Implement internal communication policies

Community newsletter

Modernize recruitment strategy

3. Economic Development/Housing/Business

One Year Tasks

Monthly meetings within the neighborhoods

Continue with blight clean-up that includes two dumpster days each year, etc.

More affordable housing

4. Finance/Infrastructure

One Year Tasks

Identify specific projects

Take Advantage of external revenue sources

Rate study of sewer & water rates

Community engagement - utilize web tools

Create a living budget

ARPA Funds

Analyze what we have already committed to.

What is the most bang for the buck?

What are the short-term benefit to residents?

Communicate “why” to residents.

Public Comment

Public comment was accepted.

Adjourned.

Ann Marie Meisch, MMC
City Clerk