

# CITY OF MUSKEGON

## LAKE SIDE BID/CIA MEETING

**March 3, 2026 @ 9:00 AM**

**CITY OF MUSKEGON, ROOM 204**

**933 TERRACE STREET, MUSKEGON, MI 49440**

- CALL TO ORDER:**
- ROLL CALL:**
- APPROVAL OF MINUTES:**
  - A. **2-3-26 Meeting Minutes** Economic Development
- OLD BUSINESS:**
  - A. **Lakeshore Drive Landscaping** Economic Development
- NEW BUSINESS:**
  - A. **Attendance Expectations for 2026** Economic Development
  - B. **Vice Chair Appointment** Economic Development
- ANY OTHER BUSINESS:**
- PUBLIC COMMENT:**
- ADJOURNMENT:**

### **AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETINGS OF THE CITY OF MUSKEGON AND ANY OF ITS COMMITTEES OR SUBCOMMITTEES**

To give comment on a live-streamed meeting the city will provide a call-in telephone number to the public to be able to call and give comment. For a public meeting that is not live-streamed, and which a citizen would like to watch and give comment, they must contact the City Clerk's Office with at least a two-business day notice. The participant will then receive a zoom link which will allow them to watch live and give comment. Contact information is below. For more details, please visit: [www.shorelinecity.com](http://www.shorelinecity.com)

The City of Muskegon will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting with twenty-four (24) hours' notice to the City of Muskegon. Individuals with

disabilities requiring auxiliary aids or services should contact the City of Muskegon by writing or by calling the following:

Ann Marie Meisch, MMC. City Clerk. 933 Terrace St. Muskegon, MI 49440. (231)724-6705.  
[clerk@shorelinecity.com](mailto:clerk@shorelinecity.com)



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> March 3, 2026	<b>Title:</b> 2-3-26 Meeting Minutes															
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development															
<b>Brief Summary:</b> Review and approval of the February 3, 2026 meeting minutes.																
<b>Detailed Summary &amp; Background:</b>																
<b><u>Goal/Action Item:</u></b>																
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>																
<b>Amount Requested:</b> N/A	<b>Budgeted Item:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%; text-align: center;">█</td> </tr> </table>	Yes	No	N/A	█											
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Yes	No	N/A	█													
<b>Recommended Motion:</b> I move to approve the minutes of the February 3, 2026 Lakeside BID/CIA Board meeting as presented.																
<b>Approvals:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Immediate Division Head</td> <td style="width: 10%; text-align: center;">█</td> <td style="width: 20%;"></td> </tr> <tr> <td>Information Technology</td> <td></td> <td></td> </tr> <tr> <td>Other Division Heads</td> <td></td> <td></td> </tr> <tr> <td>Communication</td> <td></td> <td></td> </tr> <tr> <td>Legal Review</td> <td></td> <td></td> </tr> </table>	Immediate Division Head	█		Information Technology			Other Division Heads			Communication			Legal Review			<b><u>Name the Policy/Ordinance Followed:</u></b>
Immediate Division Head	█															
Information Technology																
Other Division Heads																
Communication																
Legal Review																

# CITY OF MUSKEGON

## LAKESIDE BID/CIA MEETING

**February 3, 2026 @ 9:00 AM**

**CITY OF MUSKEGON, ROOM 204**

**933 TERRACE STREET, MUSKEGON, MI 49440**

### MINUTES

#### CALL TO ORDER

M. Flermoen called the meeting to order at 09:02 AM, and a roll call was taken.

#### ROLL CALL

Members Present: Melonie Lyonnais, Carol Castle, Mark Flermoen, Margaret Smith, Ed Bodman, Jerome Johnson, Jonathan Seyferth

Member(s) Absent:

Member(s) Excused: Dick Ghezzi

Staff Present: I. Gonzalez, J. Eckholm, J. Hines, W. Webster

Others Present: L. Hopson

#### APPROVAL OF MINUTES

##### **A. December 17, 2025 Minutes Economic Development**

A motion to approve the minutes from December 17, 2025 was made by M. Smith. All in favor.

#### NEW BUSINESS

##### **A. December Financial Report - BID Economic Development**

December financial activity for the Lakeside Business Improvement District included payment of the second snow removal installment in the amount of \$11,500. Prior to this payment, staff initiated a \$11,500 transfer from the Lakeside Corridor Improvement Authority (CIA) account to the BID account to ensure sufficient funds were available.

A motion to approve the Lakeside Business Improvement District financial report as of December 31, 2025 was made by M. Smith, supported by J. Seyferth

**ROLL VOTE: Ayes: M. Lyonnais, C. Castle, M. Smith, E. Bodman, J. Johnson, M. Flermoen, J. Seyferth**  
**Nays: None**

**MOTION PASSES**

**B. December Financial Report - CIA Economic Development**

Staff completed a \$11,500 transfer from the Lakeside Corridor Improvement Authority (CIA) account to the BID account for snow removal. The total interest earned for the year was \$187.18.

A motion to accept the Lakeside Corridor Improvement Authority financial report as of December 31, 2025. was made by J. Seyferth, supported by M. Smith

**ROLL VOTE: Ayes: E. Bodman, J. Johnson, M. Flermoen, J. Seyferth, M. Lyonnais, C. Castle, M. Smith**  
**Nays: None**

**MOTION PASSES**

**C. Lakeshore Dr Landscaping Bids Economic Development**

At the request of the Lakeside Board and Chair, staff explored landscaping enhancement options for the Lakeshore Drive corridor. A Request for Proposals (RFP) for the installation and maintenance of 20 corridor planters was issued in December. Staff received responses in January from Advantage Landscaping & Turf Management and Barry's Greenhouses and Landscaping. The bids are being presented for board review and direction on next steps.

Barry's base pricing includes large pots at \$25 each, with an estimated \$3,000 upgrade cost for higher-tier planter options. Barry's total bid for furnishing and maintaining 20 planters is \$6,525. Staff is currently seeking clarification on which planter units would require the upgrade.

Advantage's proposal includes 38-inch extra-large planters at \$850 per pot, with seasonal planting and watering services at \$1,700 per planter. Advantage's

total bid for 20 planters is \$51,000.

Further clarification before a decision is made: Contact Barry's to see if the pots presented are true terracotta or resin? Placement of pots, costs for a lesser quantity of containers. Do we want to spend the \$6,525 in the first trial year? This will be on the agenda for the March meeting for a vote.

**D. 2025 Holidays in Lakeside Placer.ai Report Economic Development**

Discussion Only - Staff has prepared a Placer.ai report for the Holidays in Lakeside 2025 event.

**OLD BUSINESS**

**A. Lakeside CIA Facade Improvement Grant Economic Development**

The Lakeside CIA Facade Improvement Grant Program guidelines were revised per previous meeting discussion to include:

- the amount of grant has been changed to "up to \$2,500"
- An applicant will not be considered for the same property or business if they have applied in the past 3 years
- Confirmation with city attorney that landscaping is an eligible expense
- Updated CIA map with list of property addresses

C. Castle made a motion to move forward with the facade improvement grant for 26 season. Supported by M. Smith.

**ROLL VOTE: Ayes: E. Bodman, J. Johnson, M. Flermoen, J. Seyferth, M.Lyonnais,  
C. Castle, M. Smith  
Nays: None**

***MOTION PASSES***

**ANY OTHER BUSINESS**

After discussion with DPW and Manager's office, a budget amendment in the big budget for the snow removal in Lakeside. We will not be receiving a portion this fiscal year from the City of Muskegon for the removal. It was not budgeted. Staff will see where the city budget lands and possibly contribute later in the year. Revenue forecast is currently being reviewed.

Attendance for board members was discussed. It was agreed that we need to take action and recruit new champions to apply.

Lack of parking enforcement continues to be brought up for discussion. There will be construction starting soon and parking in general will be a continued concern throughout the area.

**PUBLIC COMMENT**

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 10:13AM.

Respectfully Submitted,

Ann Marie Meisch, MMC City Clerk



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> March 3, 2026	<b>Title:</b> Lakeshore Drive Landscaping				
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development				
<p><b>Brief Summary:</b> Staff received two bids for the Lakeshore Drive Landscaping RFP. At the board's request, staff expanded on Barry's proposal and incorporated the landscaping expense into the CIA budget for review and direction.</p>					
<p><b>Detailed Summary &amp; Background:</b></p> <p>Following the board's prior review of the Lakeshore Drive Landscaping RFP bids, staff has further evaluated the proposal submitted by Barry's Greenhouses and Landscaping.</p> <p>Barry's total bid for furnishing and maintaining 20 corridor planters is <b>\$6,525</b>. Base pricing includes large pots at \$25 each, with an estimated \$3,000 upgrade cost for higher-tier planter options. Staff has confirmed with Barry's that pricing is <b>not contingent on bulk purchasing</b>. Clarification regarding which planter units would require upgraded pricing was discussed, the terracotta pots have no additional upcharge.</p> <p>Initially, \$2,000 was budgeted within the BID budget for landscaping. Upon further review, staff recommends allocating this expense through the CIA, as the project aligns with corridor enhancement priorities. Given that the BID expires in January 2027, continued landscaping expenses beyond that timeframe would be funded through the CIA.</p> <p>Per board direction, the landscaping expense has been added to the CIA budget. The estimated CIA year-end fund balance would adjust from approximately <b>\$71,000 to just over \$64,500</b>.</p>					
<b>Goal/Action Item:</b>					
<p><b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b></p>					
<p><b>Amount Requested:</b> N/A</p>	<p><b>Budgeted Item:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%;"></td> </tr> </table>	Yes	No	N/A	
Yes	No	N/A			
<p><b>Fund(s) or Account(s):</b> N/A</p>	<p><b>Budget Amendment Needed:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">Yes</td> <td style="width: 25%; text-align: center;">No</td> <td style="width: 25%; text-align: center;">N/A</td> <td style="width: 25%;"></td> </tr> </table>	Yes	No	N/A	
Yes	No	N/A			
<b>Recommended Motion:</b>					

I move to amend the 2026 CIA budget to include the Lakeshore Drive landscaping expense and authorize staff to execute an agreement with Barry's Greenhouses and Landscaping in an amount not to exceed \$6,525 for the furnishing and maintenance of 20 corridor planters.

**Approvals:**

Immediate Division Head		
Information Technology		
Other Division Heads		
Communication		
Legal Review		

**Name the Policy/Ordinance Followed:**

2026 Lakeside CIA Budget - Amended

2025 Fund Balance	\$48,535.30
<b>Revenue</b>	
2026 Estimated Revenue (Tax Capture)	\$47,346.00 <--
Interest Income	\$335.00 <--
<b>Total</b>	<b>\$47,681.00</b>

<b>Expenditures</b>	
Transfer to Lakeside BID	\$15,000
Landscaping	\$6,525
Lakeside Facade Grant	\$10,000
<b>Total</b>	<b>\$31,525</b>

<b>Estimated Fund Balance Dec. 31. 2026</b>	<b>\$64,691.30</b>
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**2025 Tax Capture  
Estimate reflects the full BID  
transfer and the possible  
facade grant allocation.**

2026 Lakeside CIA Budget

2025 Fund Balance	\$48,535.30	
<b>Revenue</b>		
2026 Estimated Revenue (Tax Capture)	\$47,346.00	<--
Interest Income	\$335.00	<--
<b>Total</b>	<b>\$47,681.00</b>	

<b>Expenditures</b>		
Transfer to Lakeside BID	\$15,000	
Lakeside Facade Grant	\$10,000	
<b>Total</b>	<b>\$25,000</b>	

<b>Estimated Fund Balance Dec. 31. 2026</b>	<b>\$71,216.30</b>	
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**2025 Tax Capture  
Estimate reflects the full BID  
transfer and the possible  
facade grant allocation.**

2026 Lakeside BID Budget (Amended)

2025 Fund Balance (Actual)	\$2,303.26
<b>Revenue</b>	
INTENDED CIA Transfer	\$15,000.00
2026 Estimated Revenue	\$22,060.41
Interest Income	\$70.00
<b>Total</b>	<b>\$39,433.67</b>

<b>Expenditures</b>	
Snow Removal	\$23,000.00
Events:	\$8,500.00
Fall Festival	\$8,000.00
Holidays in Lakeside	\$500.00
Advertising, Marketing, & Promotion	\$5,500.00
Holiday Decorations	\$750.00
<b>Total</b>	<b>\$37,000</b>

<b>Estimated Fund Balance Dec. 31. 2026</b>	<b>\$2,433.67</b>
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2026 Lakeside BID Budget

2025 Fund Balance (Actual)	\$2,303.26
<b>Revenue</b>	
INTENDED CIA Transfer	\$15,000.00
2026 Estimated Revenue	\$22,060.41
Transfer from General Fund for Snow Removal	\$3,266.00
Interest Income	\$70.00
<b>Total</b>	<b>\$42,699.67</b>

<b>Expenditures</b>	
Snow Removal	\$23,000.00
Landscaping	\$2,000.00
<b>Events</b>	<b>\$8,500.00</b>
Fall Festival	\$8,000.00
Holidays in Lakeside	\$500.00
Advertising, Marketing, & Promotion	\$5,500.00
Holiday Decorations	\$750.00
<b>Total</b>	<b>\$39,000</b>

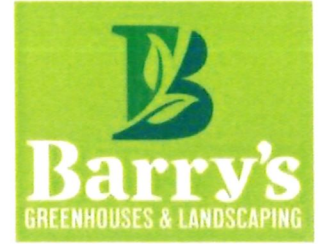
<b>Estimated Fund Balance Dec. 31. 2026</b>	<b>\$3,699.67</b>
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<--

**Interest in Landscaping/Planters**

**Barry's Greenhouses & Landscaping**

3000 Whitehall Rd  
 Muskegon, MI 49445 USA  
 (231) 740-4651  
 sales@wheelfishgroup.com  
 www.barrysgreenhouses.com



**Estimate**

ADDRESS

Isabela Gonzalez  
 City of Muskegon c/o Lakeside  
 933 Terrace Street  
 Muskegon, MI 49440

SHIP TO

Isabela Gonzalez  
 City of Muskegon c/o Lakeside  
 933 Terrace Street  
 Muskegon, MI 49440

ESTIMATE

1286

DATE

12/12/2025

EXPIRATION

02/15/2026

DATE

DATE	PRODUCT/SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
	Planters Large	30" Planters - Delivered before Memorial Day & pick up after Labor Day. Watered as need throughout season. Plant material will be full and flowering at time of placement, with continuous flowering throughout the season.	20	0.00	0.00
	Large Pot 30"	Large Pot 30"	20	25.00	500.00
	Plant material	Plant material - Canna (center), Supertunia (around the outside); dead plant material replacement during season @ no charge	20	50.00	1,000.00
	Plant material	Plant material - Optional; Red Fountain Grass (center), alternating Purple Salvia & Verbena (around the outside) - price would be the same as above plant material	1	0.00	0.00
	Garden Soil	Garden Soil	20	25.00	500.00
	Fertilizer Application	Fertilizer	20	25.00	500.00
					Subtotal: 2,500.00
	Water Truck	Water Truck - once a week with fertilizer	15	135.00	2,025.00
	delivery & pick up	Delivery & Pick up	2	1,000.00	2,000.00
					Subtotal: 4,025.00
	Large Pot 30"	Large Pot 30" - Upgrade \$3,000.00 (\$150.00 per pot)	20	0.00	0.00

Thank you for the business  
 Primary Contact:  
 Matt Carlton  
 231-740-4651

SUBTOTAL	6,525.00
TAX	0.00



Lakeside Business Improvement District & Corridor  
Improvement Authority Request for Quotes (RFQ)

Project Name: Lakeshore Drive Landscaping  
Posted: Thursday, December 11<sup>th</sup> 2025  
Date Proposal Due: Thursday, January 15<sup>th</sup> 2025 2:00PM

Issuing Office:

City of Muskegon c/o  
Lakeside BID & CIA  
933 Terrace St  
Muskegon, MI 49440  
231-724-4141

- Any labor or equipment needed for removal
- Cost differences between permanent and non-permanent models

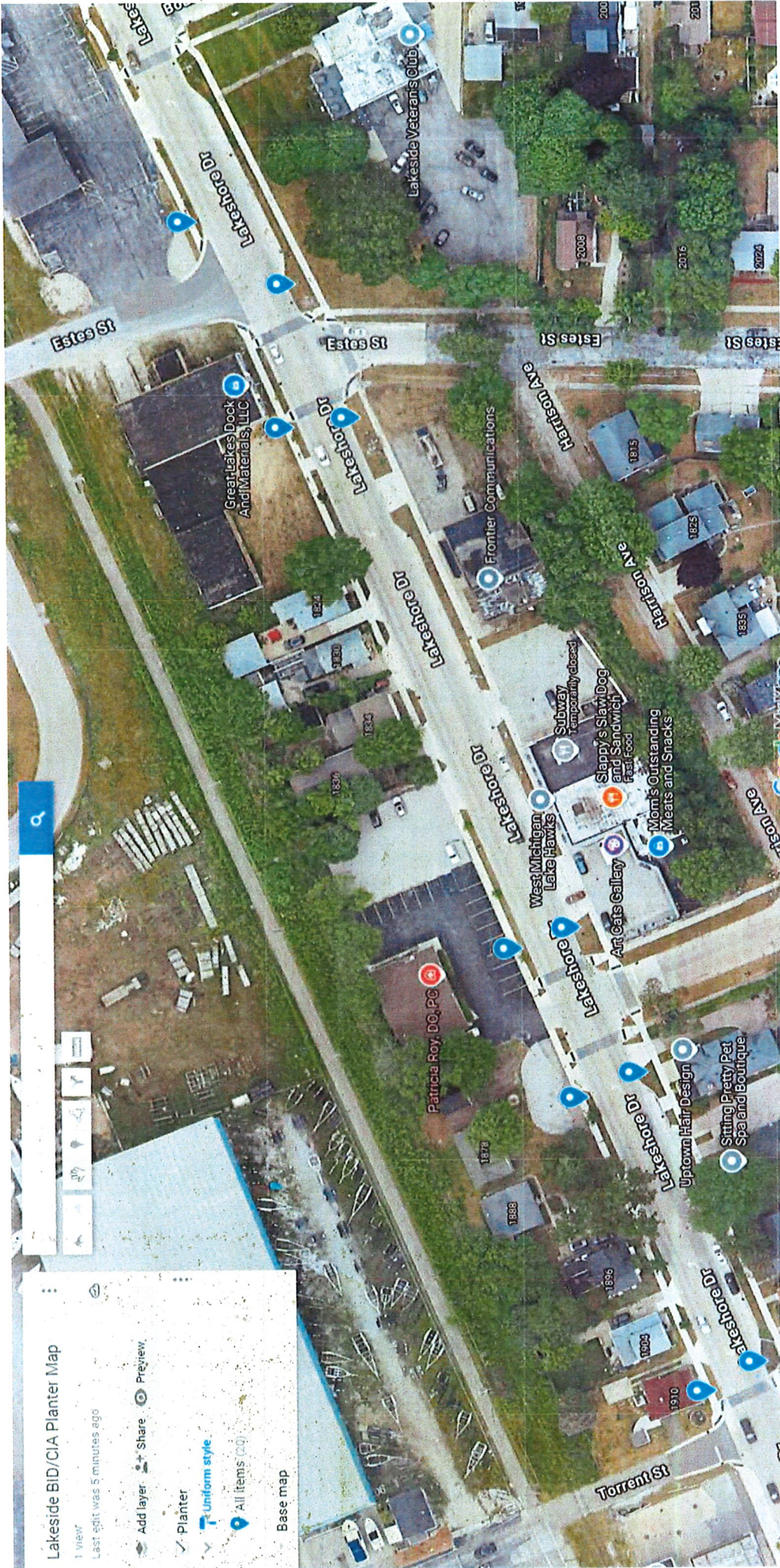
Please clearly label whether each planter option is permanent or removable.

### **Vendor Requirements**

Quotes must include:

- Business name, address, primary contact
- Examples/photos of similar work
- Proposed timeline
- Insurance documentation
- Any warranties on materials or installation
- Itemized cost breakdown
- Total project bid

The City of Muskegon and the Lakeside BID/CIA reserve the right to accept or reject any or all proposals at their sole discretion.















## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> March 3, 2026	<b>Title:</b> Attendance Expectations for 2026															
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development															
<b>Brief Summary:</b> The Chair has requested a discussion regarding attendance expectations for the upcoming year.																
<b>Detailed Summary &amp; Background:</b> The Community Relations Committee has established attendance guidelines, and staff has attached a copy for reference. The board may review these guidelines and discuss expectations moving forward.																
<b><u>Goal/Action Item:</u></b>																
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>																
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# POLICY RELATIVE TO ATTENDANCE AT CITY MEETINGS

ADOPTED SEPTEMBER 14, 1982

The Community Relations Committee presented a policy regarding attendance for the many boards, commissions, and committees serving the City of Muskegon as follows:

## Attendance Policies:

### Meetings that meet monthly:

- Not more than 3 Unexcused missed meetings during the year
- Not more than 4 Excused/Absent missed meetings during the year

### Meetings that meet quarterly:

- Not more than 1 Unexcused missed meeting during the year
- Not more than 2 Excused/Absent missed meetings during the year

### Meetings that meet semiannually:

- Not more than 1 Unexcused missed meeting during the year
- Not more than 1 Excused/Absent missed meeting during the year

### Meeting that meet annually:

- No Unexcused or Excused missed meetings permitted

## Definitions of Terms:

Unexcused – Does not notify Board Liaison of absence and does not attend meeting.

Excused – Notifies Board Liaison of absence at least 72 hours in advance of missed meeting.

Absent – Reserved for emergency situations and up to the discretion of the Board Liaison and Community Relations Committee members.

Consequently, the Community Relations Committee recommends that, through acceptance of this letter, the City Commission adopt the following policy regarding the attendance of Commission appointees to the various boards, commissions, and committees serving the City of Muskegon.

The Chairperson of each board, commission, or committee shall be responsible to see that attendance is recorded at each meeting.

When deemed appropriate by the Chairperson, a letter will be sent to any member whose attendance is not satisfactory. The letter shall ask if the member is interested in continues appointment.

On an annual basis, each Chairperson shall submit a report to the City Commission showing member attendance and indicating correspondence notices sent to members.

At any time, the Chairperson deems it appropriate to do so, that Chairperson may recommend replacement of a member for reasons related to the member's attendance.

**Communications to the City Commission shall be sent to the City Clerk for forwarding to the Commission.**



## Agenda Item Review Form

### Muskegon Lakeside BID/CIA

<b>Commission Meeting Date:</b> March 3, 2026	<b>Title:</b> Vice Chair Appointment												
<b>Submitted by:</b> Isabela Gonzalez, Development Analyst	<b>Department:</b> Economic Development												
<b>Brief Summary:</b> With the City Manager resuming his seat on the Lakeside BID/CIA Board, the former Vice Chair (Sarah) is no longer serving in that role. The Board will need to elect a new Vice Chair.													
<b>Detailed Summary &amp; Background:</b> The Lakeside BID/CIA Board previously appointed a Vice Chair who was serving in place of the City Manager. Following the recent adjustment to the Board's meeting schedule, the City Manager has resumed his seat on the Board. As a result, the Vice Chair position is now vacant. According to the bylaws, the appointment of a Vice Chair is to happen at the earliest practical time.													
<b>Goal/Action Item:</b> Administrative Action													
<b>Is this a repeat item?:</b> <b>Explain what change has been made to justify bringing it back to Commission:</b>													
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<b>Recommended Motion:</b> I move to appoint _____ as the Vice Chair of the Lakeside Business Improvement District and Corridor Improvement Authority.													
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