

CITY OF MUSKEGON

LAKE SIDE BID/CIA MEETING

June 2, 2026 @ 9:00 AM

CITY OF MUSKEGON, ROOM 204

933 TERRACE STREET, MUSKEGON, MI 49440

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

A. 5-5-26 Meeting Minutes Economic Development

B. 5-12-26 Meeting Minutes Economic Development

OLD BUSINESS:

A. April Financial Report - BID Economic Development

B. April Financial Report - CIA Economic Development

NEW BUSINESS:

**A. CIA Facade Improvement Grant Application - Gooleyguk Cafe
Economic Development**

**B. CIA Facade Improvement Grant Application - Lakeshore Tavern
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

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

CITY OF MUSKEGON

LAKE SIDE BID/CIA MEETING

May 5, 2026 @ 9:00 AM

CITY OF MUSKEGON, ROOM 204

933 TERRACE STREET, MUSKEGON, MI 49440

MINUTES

CALL TO ORDER

M. Smith called the meeting to order at 9:07 am and roll was taken.

ROLL CALL

MEMBERS PRESENT: Melanie Lyonnais, Carol Castle, Margaret Smith, Ed Bodman, Jerome Johnson

MEMBERS ABSENT: L Hopson, Mark Flermoen, Dick Ghezzi, Jonathan Seyferth

STAFF PRESENT: I. Gonzalez, J. Eckholm W. Webster

APPROVAL OF MINUTES

A. 4-7-26 Meeting Minutes Economic Development

A motion to approve the Minutes on April 7, 2026 was made by C. Castle, supported by J. Johnson, and unanimously approved.

OLD BUSINESS

A. March Financial Report - BID Economic Development

The payment to Barry's Greenhouse for landscaping along Lakeshore Drive was initially processed through the Lakeside BID account, as it had been included in the BID budget. However, when the landscaping expense was approved, staff recommended that this expense be shifted to the CIA account, as the CIA will serve as the primary funding source for these types of improvements moving forward. Upon review of the financials, staff requested that Finance reverse the original entry and reallocate the expense to the CIA account. This adjustment has been completed and will be reflected in next month's financial report. As of now, and excluding that payment, the current BID account balance is

\$2,312.48, inclusive of recent interest.

Motion by C. Castle, second by J. Johnson, to accept the BID March Financial Report..

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

MOTION PASSES

B. March Financial Report - CIA Economic Development

The CIA account reflects a total balance of \$95,333.62, which includes the 2025 tax capture in the amount of \$46,570. A \$6,525 landscaping expense was initially charged to the BID account in error and is being reallocated to the CIA account through a staff-initiated journal entry. This adjustment will be reflected in the April financial report.

With this correction, the updated CIA account balance is **\$88,808.62**, inclusive of \$20.31 in interest.

Motion by M. Lyonnais, second by J. Johnson, to accept the CIA March Financial Report..

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

MOTION PASSES

NEW BUSINESS

**A. CIA Facade Improvement Grant Application - Dockside Donuts
Economic Development**

This agenda item has been tabled for a special meeting due to not having quorum to vote. Voting member must abstain

Dockside Donuts has submitted a façade improvement grant application requesting funding assistance for an exterior paint refresh. The proposed project includes surface preparation, cleaning, and the application of coating to exterior metal trim around windows and doors.

The project scope is an eligible expense under the program guidelines, as it

consists of exterior improvements that enhance the building's appearance and contribute positively to the overall streetscape.

The total project cost is \$5,573.21, and the applicant is requesting the maximum reimbursable grant amount of \$2,500. The property is located within the Lakeside business district and meets program eligibility requirements.

The Lakeside CIA Board will review and consider this request for funding.

ANY OTHER BUSINESS

1. Marge is looking for an update on the striping of pedestrian crossing walkways and signage. Discussions with DPW and are still waiting. I. Gonzalez will follow up
2. Marge is also looking for clarification on the beach shuttle service stops. A 2nd stop was added in Lakeside at Estes St. but we don't know where that will physically be and will there be signage? I. Gonzalez said that information will only be available on May 22 on the MATS app. She will look further into more details.
3. Inquiry about when Barry's will be placing the floral containers - Further discussion thought to be Memorial Day. Locations have been set.

PUBLIC COMMENT

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:43am.

Respectfully Submitted,

Ann Marie Meisch, MMC City Clerk

CITY OF MUSKEGON

LAKE SIDE BID/CIA MEETING

May 12, 2026 @ 8:00 AM

CITY OF MUSKEGON, ROOM 204

933 TERRACE STREET, MUSKEGON, MI 49440

MINUTES

CALL TO ORDER

M. Smith called the meeting to order at 8:01 and roll was taken.

ROLL CALL

Members Present: Melanie Lyonnais, Louise Hopson, Margaret Smith, Dick Ghezzi, Ed Bodman, Jerome Johnson

Member(s) Absent: Carol Castle, Mark Flermoen, Jonathan Seyferth

Staff Present: I. Gonzalez

APPROVAL OF MINUTES

N/A

OLD BUSINESS

A. CIA Facade Improvement Grant Application - Dockside Donuts Economic Development

Dockside Donuts has submitted a façade improvement grant application requesting funding assistance for an exterior paint refresh. The proposed project includes surface preparation, cleaning, and the application of coating to exterior metal trim around windows and doors.

The project scope is an eligible expense under the program guidelines, as it consists of exterior improvements that enhance the building's appearance and contribute positively to the overall streetscape.

The total project cost is \$5,573.21, and the applicant is requesting the maximum reimbursable grant amount of \$2,500. The property is located within the Lakeside business district and meets program eligibility requirements.

The Lakeside CIA Board will review and consider this request for funding.

Motion by M. Smith, second by L. Hopson, to approve the façade improvement grant application for Dockside Donuts for an exterior paint refresh, in the amount of \$2,500..

ROLL VOTE: Ayes: L. Hopson, M. Smith, E. Bodman, M. Smith, J. Johnson, M. Lyonnais, D. Gezzi

Nays: None

MOTION PASSES

NEW BUSINESS

A. 2026 Lakeside Promotional Brochure Printing Expense Economic Development

The Lakeside District Association annually coordinates the creation and distribution of a promotional brochure highlighting Lakeside businesses, attractions, and community information to support district marketing efforts and visitor engagement. For the 2026 brochure, the Lakeside District Association has already paid for the design and layout services and is requesting that the Lakeside BID cover the printing expense for the brochures. The total requested payment is \$645.00 for the printing of 1,000 brochures. This expense was anticipated within the BID budget and aligns with previous years in which the BID participated in funding brochure production costs. This item has been added to the special meeting agenda due to timing needs associated with printing and distribution ahead of the upcoming tourist season.

Motion by L. Hopson, second by M. Smith, to approve payment in the amount of \$645.00 for the printing of 1,000 2026 Lakeside promotional brochures.

ROLL VOTE: Ayes: L. Hopson, M. Smith, E. Bodman, M. Smith, J. Johnson, M. Lyonnais, D. Gezzi

Nays: None

MOTION PASSES

ANY OTHER BUSINESS

1. M. Smith expressed her pleasure of the Business Improvement Districts checklist and how the city is encouraged to help new business districts
2. M. Lyonnais inquired about the facade grant and how the unused funds are

handled

3. Concern of parking during construction of the Harbor theater parcel was brought up

PUBLIC COMMENT

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 8:16.

Respectfully Submitted,



Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: June 2, 2026	Title: April Financial Report - BID															
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development															
Brief Summary: The April BID fund balance is \$17,113.31 following the receipt of special assessment revenue and the posting of small business event and advertising expenses.																
Detailed Summary & Background: The April BID fund balance is \$17,113.31. During the reporting period, \$15,025.43 in special assessment revenue was recorded in mid-April. In addition, a \$200.00 expense was posted for food associated with the Small Business Happy Hour event held at Wonderland Distilling Co. A separate charge of \$27.88 was also posted to Facebook, presumed to be related to advertising or promotional activity.																
Goal/Action Item:																
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:																
Amount Requested: N/A	Budgeted Item: <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 25%;">Yes</td> <td style="width: 25%;">No</td> <td style="width: 25%;">N/A</td> <td style="width: 25%;">X</td> </tr> </table>	Yes	No	N/A	X											
Yes	No	N/A	X													
Fund(s) or Account(s): N/A	Budget Amendment Needed: <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 25%;">Yes</td> <td style="width: 25%;">No</td> <td style="width: 25%;">N/A</td> <td style="width: 25%;">X</td> </tr> </table>	Yes	No	N/A	X											
Yes	No	N/A	X													
Recommended Motion: I move to accept the April BID financial report as presented.																
Approvals: <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;">X</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	X		Information Technology			Other Division Heads			Communication			Legal Review			Name the Policy/Ordinance Followed:
Immediate Division Head	X															
Information Technology																
Other Division Heads																
Communication																
Legal Review																

GL ACTIVITY REPORT FOR CITY OF MUSKEGON

From 01/01/2026 to 04/30/2026

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
01/01/2026			231-000-001 CASH IN BANK		BEG. BALANCE		48,743.31
01/31/2026							
01/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012160	20.31		48,763.62
Total for 01/31/2026					20.31	0.00	
02/28/2026							
02/28/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012272	20.32		48,783.94
Total for 02/28/2026					20.32	0.00	
03/10/2026							
03/10/2026	GJ	JE	TAX CAPTURE FOR CIA LAKESIDE	0000012133	46,570.00		95,353.94
Total for 03/10/2026					46,570.00	0.00	
03/26/2026							
03/26/2026	GJ	JE	RECLASS BARRY'S INVOICE WRONG FUND	0000012250		6,525.00	88,828.94
Total for 03/26/2026					0.00	6,525.00	
03/31/2026							
03/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012286	28.67		88,857.61
Total for 03/31/2026					28.67	0.00	
04/30/2026				END BALANCE	46,639.30	6,525.00	88,857.61
01/01/2026			231-000-399 FUND BALANCE UNRESERVED		BEG. BALANCE		(60,120.35)
04/30/2026				END BALANCE			(60,120.35)
01/01/2026			231-000-402 PROPERTY TAX		BEG. BALANCE		0.00
03/10/2026							
03/10/2026	GJ	JE	TAX CAPTURE FOR CIA LAKESIDE	0000012133		46,570.00	(46,570.00)
Total for 03/10/2026					0.00	46,570.00	
04/30/2026				END BALANCE		46,570.00	(46,570.00)
01/01/2026			231-000-665-004970 INCOME TAX-PENALTY & INTEREST		BEG. BALANCE		(122.96)
01/31/2026							
01/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012160		20.31	(143.27)
Total for 01/31/2026					0.00	20.31	
02/28/2026							
02/28/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012272		20.32	(163.59)
Total for 02/28/2026					0.00	20.32	
03/31/2026							
03/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012286		28.67	(192.26)
Total for 03/31/2026					0.00	28.67	
04/30/2026				END BALANCE		69.30	(192.26)
01/01/2026			231-717-801 BUDGETED CONTRACTUAL SERVICES		BEG. BALANCE		0.00
03/26/2026							
03/26/2026	GJ	JE	RECLASS BARRY'S INVOICE WRONG FUND	0000012250	6,525.00		6,525.00
Total for 03/26/2026					6,525.00	0.00	
04/30/2026				END BALANCE	6,525.00		6,525.00
01/01/2026			231-717-995 BUDGETED OTHER FINANCING USES		BEG. BALANCE		0.00
04/30/2026				END BALANCE			0.00
01/01/2026			231-717-995-200000 BUDGETED OTHER FINANCING USES		BEG. BALANCE		11,500.00
04/30/2026				END BALANCE			11,500.00
01/01/2026			286-000-001 CASH IN BANK		BEG. BALANCE		14,683.94
01/09/2026							
01/09/2026	CD	CHK	SUMMARY CD 01/09/2026			11,500.00	3,183.94
01/09/2026	CD	CHK	SUMMARY CD 01/09/2026			875.00	2,308.94
Total for 01/09/2026					0.00	12,375.00	
01/31/2026							
01/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012160	3.54		2,312.48
Total for 01/31/2026					3.54	0.00	
02/28/2026							
02/28/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012272	0.96		2,313.44

GL ACTIVITY REPORT FOR CITY OF MUSKEGON

From 01/01/2026 to 04/30/2026

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Total for 02/28/2026					0.96	0.00	
03/26/2026							
03/26/2026	GJ	JE	RECLASS BARRY'S INVOICE WRONG FUND	0000012250	6,525.00		8,838.44
Total for 03/26/2026					6,525.00	0.00	
03/31/2026							
03/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012286	2.32		8,840.76
Total for 03/31/2026					2.32	0.00	
04/10/2026							
04/10/2026	CD	CHK	SUMMARY CD 04/10/2026			6,525.00	2,315.76
04/10/2026	CD	CHK	10 45847(E) to 1526	45847(E)		27.88	2,287.88
Total for 04/10/2026					0.00	6,552.88	
04/16/2026							
04/16/2026	GJ	JE	TO POST LAKESIDE BID COLLECTIONS	0000012244	15,025.43		17,313.31
Total for 04/16/2026					15,025.43	0.00	
04/24/2026							
04/24/2026	CD	CHK	SUMMARY CD 04/24/2026			200.00	17,113.31
Total for 04/24/2026					0.00	200.00	
04/30/2026			END BALANCE		21,557.25	19,127.88	17,113.31
286-000-018 ACCOUNTS RECEIVABLE							
01/01/2026							0.00
04/30/2026				END BALANCE			0.00
286-000-202 ACCOUNTS PAYABLE							
01/01/2026							(12,375.00)
01/09/2026							
01/09/2026	CD	CHK	SUMMARY CD 01/09/2026		11,500.00		(875.00)
01/09/2026	CD	CHK	SUMMARY CD 01/09/2026		875.00		0.00
Total for 01/09/2026					12,375.00	0.00	
03/03/2026							
03/03/2026	AP	INV	FACEBOOK	9MDE3HRE62		27.88	(27.88)
Total for 03/03/2026					0.00	27.88	
03/26/2026							
03/26/2026	AP	INV	BARRY'S GREENHOUSE	552		6,525.00	(6,552.88)
Total for 03/26/2026					0.00	6,525.00	
04/10/2026							
04/10/2026	CD	CHK	SUMMARY CD 04/10/2026		6,525.00		(27.88)
04/10/2026	CD	CHK	10 45847(E) to 1526	45847(E)		27.88	0.00
Total for 04/10/2026					6,552.88	0.00	
04/20/2026							
04/20/2026	AP	INV	WONDERLAND DISTILLING CO	260326-08-1		200.00	(200.00)
Total for 04/20/2026					0.00	200.00	
04/24/2026							
04/24/2026	CD	CHK	SUMMARY CD 04/24/2026		200.00		0.00
Total for 04/24/2026					200.00	0.00	
04/30/2026			END BALANCE		19,127.88	6,752.88	0.00
286-000-399 FUND BALANCE UNRESERVED							
01/01/2026							(22,419.77)
04/30/2026				END BALANCE			(22,419.77)
286-000-451 SPECIAL ASSESSMENTS							
01/01/2026							(308.00)
04/16/2026							
04/16/2026	GJ	JE	TO POST LAKESIDE BID COLLECTIONS	0000012244		15,025.43	(15,333.43)
Total for 04/16/2026					0.00	15,025.43	
04/30/2026			END BALANCE			15,025.43	(15,333.43)
286-000-665-004970 INTEREST INCOME							
01/01/2026							(40.17)
01/31/2026							
01/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012160		3.54	(43.71)
Total for 01/31/2026					0.00	3.54	
02/28/2026							
02/28/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012272		0.96	(44.67)
Total for 02/28/2026					0.00	0.96	
03/31/2026							

GL ACTIVITY REPORT FOR CITY OF MUSKEGON

From 01/01/2026 to 04/30/2026

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
03/31/2026	GJ	JE	INTEREST ON INVESTMENTS	0000012286		2.32	(46.99)
Total for 03/31/2026					0.00	2.32	
04/30/2026				END BALANCE		6.82	(46.99)
01/01/2026			286-000-684 MISC. & SUNDRY			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
01/01/2026			286-000-699 OPERATING TRANSFERS IN			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
01/01/2026			286-000-699-100000 OPERATING TRANSFERS IN			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
01/01/2026			286-000-699-200000 OPERATING TRANSFERS IN			BEG. BALANCE	(11,500.00)
04/30/2026				END BALANCE			(11,500.00)
01/01/2026			286-000-699-500000 OP. TRANS FROM ENTERPRISE FUND			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
01/01/2026			286-704-801 CONTRACTUAL SERVICES			BEG. BALANCE	31,959.00
03/03/2026	AP	INV	FACEBOOK	9MDE3HRE62	27.88		31,986.88
Total for 03/03/2026					27.88	0.00	
03/26/2026	GJ	JE	RECLASS BARRY'S INVOICE WRONG FUND	0000012250		6,525.00	25,461.88
03/26/2026	AP	INV	BARRY'S GREENHOUSE	552	6,525.00		31,986.88
Total for 03/26/2026					6,525.00	6,525.00	
04/20/2026	AP	INV	WONDERLAND DISTILLING CO	260326-08-1	200.00		32,186.88
Total for 04/20/2026					200.00	0.00	
04/30/2026				END BALANCE	6,752.88	6,525.00	32,186.88
01/01/2026			286-704-995 BUDGETED OTHER FINANCING USES			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
01/01/2026			286-704-995-200000 BUDGETED OTHER FINANCING USES			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
01/01/2026			286-906-965 BAD DEBTS			BEG. BALANCE	0.00
04/30/2026				END BALANCE			0.00
Grand Total					100,602.31	100,602.31	0.00

LAKESIDE BID FINANCIAL FOR 04/30/2026

Revenues	2025 ACTUAL	2026 BUDGET	30-Apr-26
Special Assessments	\$ 22,448.23	\$ 22,060.41	\$ 15,025.43
Interest Income	\$ 64.54	\$ 70.00	\$ 6.82
Grant (MML Foundation)	\$ -		
Lakeside District Assoc. (split cost Christmas)	\$ -		
Lakeside Neighborhood Assoc.	\$ -	\$ -	
Fall Festival	\$ 200.00	\$ -	
Transfer from General fund for Snow Removal	\$ 3,920.00	\$ 3,266.00	
Intended CIA Transfer	\$ 11,500.00	\$ 15,000.00	
Total	\$ 38,132.77	\$ 40,396.41	\$ 15,032.25

Expenses	2025 ACTUAL	2026 BUDGET	30-Apr-26
Landscaping	\$ -	\$ 2,000.00	\$ -
Holiday Decorations	\$ -	\$ 750.00	
Snow Removal	\$ 23,000.00	\$ 23,000.00	
Transfer to DDA	\$ -	\$ -	
Fall Festival Expenses/Events	\$ 7,679.00	\$ 8,500.00	
Advertising	\$ 5,158.70	\$ 5,500.00	\$ 227.88
Total Expenses	\$ 35,837.70	\$ 39,750.00	\$ 227.88

Net Rev/Expenses	\$ 2,295.07	\$ 646.41	\$ 14,804.37
-------------------------	--------------------	------------------	---------------------

Fund Balance at Beginning of Year	\$ 13.87		\$ 2,308.94
--	-----------------	--	--------------------

Fund Balance at End of Year	\$ 2,308.94		\$ 17,113.31
------------------------------------	--------------------	--	---------------------



Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: June 2, 2026	Title: April Financial Report - CIA															
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development															
Brief Summary: The Lakeside Corridor Improvement Authority (CIA) account balance is \$88,857.61 following the payment of landscaping expenses totaling \$6,525.00 and \$28.67 in interest charges.																
Detailed Summary & Background: The current balance of the Lakeside Corridor Improvement Authority (CIA) account is \$88,857.61. During this reporting period, a previous landscaping expense totaling \$6,525.00 that had initially been charged to the Lakeside Business Improvement District (BID) account was corrected and reassigned to the CIA account, where the expense properly belongs. Additionally, \$28.67 in interest charges were recorded during the reporting period.																
<u>Goal/Action Item:</u>																
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:																
Amount Requested: N/A	Budgeted Item: <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 15%;">Yes</td> <td style="width: 15%;"><input type="checkbox"/></td> <td style="width: 15%;">No</td> <td style="width: 15%;"><input type="checkbox"/></td> <td style="width: 15%;">N/A</td> <td style="width: 15%;"><input checked="" type="checkbox"/></td> <td style="width: 15%;"><input type="checkbox"/></td> </tr> </table>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>	<input type="checkbox"/>								
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>	<input type="checkbox"/>										
Fund(s) or Account(s): N/A	Budget Amendment Needed: <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 15%;">Yes</td> <td style="width: 15%;"><input type="checkbox"/></td> <td style="width: 15%;">No</td> <td style="width: 15%;"><input type="checkbox"/></td> <td style="width: 15%;">N/A</td> <td style="width: 15%;"><input checked="" type="checkbox"/></td> <td style="width: 15%;"><input type="checkbox"/></td> </tr> </table>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>	<input type="checkbox"/>								
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>	<input type="checkbox"/>										
Recommended Motion: I move to accept the April CIA financial report as presented.																
Approvals: <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;">X</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	X		Information Technology			Other Division Heads			Communication			Legal Review			<u>Name the Policy/Ordinance Followed:</u>
Immediate Division Head	X															
Information Technology																
Other Division Heads																
Communication																
Legal Review																

LAKESIDE CIA FINANCIAL FOR 04/30/2026

Revenues	2025 ACTUAL	2026 BUDGET	30-Apr-26
Special Assessments	\$ 36,584.00	\$ 47,346.00	\$ 46,570.00
Interest Income	\$ 234.96	\$ 335.00	\$ 69.30
Total	\$ 36,818.96	\$ 47,681.00	\$ 46,639.30

Expenses	2025 ACTUAL	2026 BUDGET	30-Apr-26
Landscaping	\$ -	\$ -	\$ 6,525.00
Holiday Decorations	\$ -	\$ -	
Snow Removal	\$ -	\$ -	
Contingency	\$ -	\$ -	
Transfer to Lakeside BID	\$ 11,500.00	\$ 15,000.00	
Lakeside Façade Grant	\$ -	\$ 10,000.00	
Total Expenses	\$ 11,500.00	\$ 25,000.00	\$ 6,525.00

Net Rev/Expenses	\$ 25,318.96	\$ 22,681.00	\$ 40,114.30
-------------------------	---------------------	---------------------	---------------------

Fund Balance at Beginning of Year	\$ 23,424.35		\$ 48,743.31
--	---------------------	--	---------------------

Fund Balance at End of Year	\$ 48,743.31		\$ 88,857.61
------------------------------------	---------------------	--	---------------------



Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: June 2, 2026	Title: CIA Facade Improvement Grant Application - Gooleyguk Cafe							
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development							
<p>Brief Summary: Request for \$278.10 in façade grant funding for replacement exterior signage to improve business visibility and help clarify the business location for customers and visitors.</p>								
<p>Detailed Summary & Background: Gooleyguk Café has submitted a façade improvement grant application requesting \$278.10 in funding assistance for replacement exterior signage. The proposed project is intended to improve business visibility and help customers and visitors more clearly identify the location. The property is located within the Lakeside business district and appears to meet program eligibility requirements. The applicant submitted multiple quotes for the proposed work and, after follow-up with staff, confirmed they would like to proceed with Tischo's quote totaling \$556.20, which includes sign work and associated fees. The requested reimbursement amount reflects the program's 50% matching structure. The applicant has submitted quotes for the proposed work, along with a letter of support from the property owner, and the request appears to qualify as an eligible use under the program guidelines. The Lakeside CIA Board will review and consider this funding request.</p> <p>Additionally, staff would like to provide an update on the current façade grant program balance. To date, \$6,384.98 of the \$10,000.00 allocated for the program has been approved and is pending reimbursement, leaving a remaining balance of \$3,615.02 prior to consideration of this application.</p>								
Goal/Action Item:								
<p>Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:</p>								
<p>Amount Requested: \$278.10</p>	<p>Budgeted Item:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">Yes</td> <td style="width: 15%; text-align: center;">X</td> <td style="width: 15%; text-align: center;">No</td> <td style="width: 15%;"></td> <td style="width: 15%; text-align: center;">N/A</td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> </table>	Yes	X	No		N/A		
Yes	X	No		N/A				
<p>Fund(s) or Account(s): Lakeside CIA - 231</p>	<p>Budget Amendment Needed:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">Yes</td> <td style="width: 15%;"></td> <td style="width: 15%; text-align: center;">No</td> <td style="width: 15%; text-align: center;">X</td> <td style="width: 15%; text-align: center;">N/A</td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> </table>	Yes		No	X	N/A		
Yes		No	X	N/A				
<p>Recommended Motion: I move to approve the façade improvement grant application for Gooleyguk Café in the amount of \$278.10.</p>								

Approvals:

Immediate Division Head	X	
Information Technology		
Other Division Heads		
Communication		
Legal Review		

Name the Policy/Ordinance Followed:

Lakeside CIA Facade Improvement Grant Guidelines

City of Muskegon – Lakeside CIA

2026-27 Façade Improvement Grant Program Application

Applicant Name	Business Address
Alexis Baldwin	1845 Lakeshore Drive STE 7
Email	Phone
gooleygukcafe@gmail.com	231-246-3942
Project Address	Parcel Number
1845 Lakeshore Drive STE 7	24-205-624-0003-00
Requested Amount	Total Façade Project Cost
\$250	\$500.00
Statement of Intent/Need for Funding:	
<p>We are looking to clarify our business' location for our customers and non-local visitors. Currently we only have a window decal, and are looking to replace the larger sign with more clear, accurate, and visible signage to improve the consistency and communication of our space.</p>	
Description of Project-Attach: Photos, Project Plans & 2 Competitive Bids:	
Attached in email.	
Project Timeline/Estimated Completion Date:	
<p>By July 1st, 2026 Estimated: 1 week</p>	
<p>By signing the grant application, if awarded, applicant commits to future property maintenance and certifies the ability to fund the project to completion before grant funds reimbursements are made.</p>	
Applicant Signature:	<p>Alexis Baldwin <small>Digitally signed by Alexis Baldwin DN: cn=Alexis Baldwin, c=US, o=Gooleyguk Cafe, LLC, ou=Co-Owner, email=gooleygukcafe@gmail.com Date: 2026.04.24 16:40:16 -04'00</small></p>

Please email application to: economicdevelopment@shorelinecity.com

For more information:

Contact Isabela Gonzalez, Staff Liaison, Lakeside BID/CIA

Isabela.Gonzalez@shorelinecity.com

231-724-4141

**All Signs LLC..DBA
Muskegon Fence Company**
1005 W. Laketon Avenue
Muskegon, MI 49441 US
+12317555540
allsigns4michigan@yahoo.
com
allsignsmichigan.com



Estimate

ADDRESS

gooley guk cafe

SHIP TO

gooley guk cafe

ESTIMATE # 3830

DATE 04/15/2026

ITEM	DESCRIPTION	QTY	RATE	AMOUNT
Flat faces	3x6 polycarbonate flat faces	1	192.00	192.00T
Vinyl Graphics (translucent)	Translucent Vinyl Graphics	18	8.50	153.00T
Install	Install	1	100.00	100.00

SUBTOTAL	445.00
TAX	20.70
TOTAL	\$465.70

Accepted By

Accepted Date



Alexis & Holly <gooleygukcafe@gmail.com>

Quote inquiry

service tischcosigns.com <service@tischcosigns.com>
To: Alexis & Holly <gooleygukcafe@gmail.com>

Wed, Apr 22, 2026 at 12:52 PM

Good Afternoon:

Alexis & Holly,

The cost of the new (1) 3'x6' Flat White Face with Digital print overlay. Graphics and pre-approved artwork:

Total cost is \$540.00 for the new sign and install.

Salex tax \$16.20

From: Alexis & Holly <gooleygukcafe@gmail.com>
Sent: Tuesday, April 21, 2026 6:08 PM
To: service [tischcosigns.com](mailto:service@tischcosigns.com) <service@tischcosigns.com>
Subject: Re: Quote inquiry

[Quoted text hidden]

THE GOOLEYGUK CAFÉ



Coffee ● Espresso ● Smoothies ● Tea ● More

To whom it may concern,

I, Mark Fleemoen, as a building owner of
1845 Lakeshore Drive, grant permission for The Gooleyguk Cafe LLC (Gooleyguk) permission
to update and change the rooftop sign on the building, for the increased and improved
communication of their business to the community and the improvement of the Lakeside district.

Signed,

Mark Fleemoen

Date 5-19-24



Agenda Item Review Form

Muskegon Lakeside BID/CIA

Commission Meeting Date: June 2, 2026	Title: CIA Facade Improvement Grant Application - Lakeshore Tavern							
Submitted by: Isabela Gonzalez, Development Analyst	Department: Economic Development							
Brief Summary: Request for \$606.70 in façade grant funding for exterior improvements including neon sign restoration, installation of a new transformer, and exterior cleaning at Lakeshore Tavern.								
Detailed Summary & Background: Lakeshore Tavern has submitted a façade improvement grant application requesting \$606.70 in funding assistance for exterior improvements to the property located at 1963 Lakeshore Drive. The proposed project includes restoration work to the existing neon sign, including replacement components and installation of a new transformer, along with exterior cleaning intended to improve the overall appearance of the building and storefront. The property owners signed off on the proposed work. The proposed sign improvements appear to meet program eligibility requirements as exterior enhancements that preserve and improve an existing visual element of the building. After confirming details with the applicant, they indicated they would like to move forward with the quote provided by Advanced Signs totaling \$713.40 for the sign restoration and transformer replacement, along with the \$500 quote from LD Landscaping for exterior cleaning services. The requested reimbursement amount reflects the program's 50% matching structure. Staff also noted that an electrical permit will be required for the proposed transformer installation work. The Lakeside CIA Board will review and consider this funding request.								
Goal/Action Item:								
Is this a repeat item?: Explain what change has been made to justify bringing it back to Commission:								
Amount Requested: \$606.70	Budgeted Item: <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 15%;">Yes</td> <td style="width: 10%;"><input checked="" type="checkbox"/></td> <td style="width: 15%;">No</td> <td style="width: 10%;"><input type="checkbox"/></td> <td style="width: 10%;">N/A</td> <td style="width: 10%;"><input type="checkbox"/></td> <td style="width: 10%;"><input type="checkbox"/></td> </tr> </table>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>
Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>		
Fund(s) or Account(s): Lakeside CIA - 231	Budget Amendment Needed: <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 15%;">Yes</td> <td style="width: 10%;"><input type="checkbox"/></td> <td style="width: 15%;">No</td> <td style="width: 10%;"><input checked="" type="checkbox"/></td> <td style="width: 10%;">N/A</td> <td style="width: 10%;"><input type="checkbox"/></td> <td style="width: 10%;"><input type="checkbox"/></td> </tr> </table>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>
Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>		
Recommended Motion:								

I move to approve the façade improvement grant application for Lakeshore Tavern in the amount of \$606.70.

Approvals:

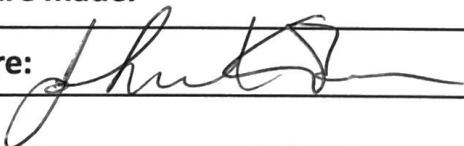
Immediate Division Head	X	
Information Technology		
Other Division Heads		
Communication		
Legal Review		

Name the Policy/Ordinance Followed:

Lakeside CIA Facade Improvement Grant Guidelines

City of Muskegon – Lakeside CIA

2026-27 Façade Improvement Grant Program Application

Applicant Name	Business Address
Lakeshore Tavern	1963 Lakeshore Drive, Muskegon 49441
Email	Phone
lakeshoretavern2jjam@gmail.com	John Brown 231.578.9660
Project Address	Parcel Number
1961-1965 Lakeshore Dr, Muskegon 49441	24-205-627-0004-00
Requested Amount	Total Façade Project Cost
Statement of Intent/Need for Funding:	
<p>The intent of this project is to restore and enhance the exterior of Lakeshore Tavern in preparation for its opening as a revitalized neighborhood gathering space. Our focus is on preserving and improving key visual elements of the building, including the repair and restoration of the existing neon signage and the thorough cleaning of the building's exterior surfaces. Funding support is needed to help offset the costs associated with these upgrades, allowing us to complete the work in a timely manner, ahead of our planned mid-June opening.</p>	
Description of Project-Attach: Photos, Project Plans & 2 Competitive Bids:	
<p>This project includes targeted exterior facade improvements to the Lakeshore Tavern building, focused on restoring key visual elements and improving overall building appearance. Work will include repair and restoration of the existing neon sign, including a new transformer and replacement neon tubing, as well as professional power washing of the north and west facing exterior surfaces to remove years of accumulated dirt, debris and organic buildup.</p>	
Project Timeline/Estimated Completion Date:	
<p>Upon approval, we anticipate beginning work within 1 week, with an estimated completion timeline of approximately 2-3 weeks. Our goal is to have all exterior improvements completed in advance of our planned grand opening and are committed to moving quickly and efficiently. With this grant assistance, we will be able to complete these upgrades and ensure the building makes a strong first impression as we open our doors to the community.</p>	
<p>By signing the grant application, if awarded, applicant commits to future property maintenance and certifies the ability to fund the project to completion before grant funds reimbursements are made.</p>	
<p>Applicant Signature: </p>	

Please email application to: economicdevelopment@shorelinecity.com

For more information:

Contact Isabela Gonzalez, Staff Liaison, Lakeside BID/CIA

Isabela.Gonzalez@shorelinecity.com

231-724-4141

Proposal

PROPOSAL SUBMITTED TO: <i>Lynn Schick</i>	JOB NAME <i>Egoullan Home Wash'n Handyman</i>	JOB # <i>(616) 990-6583</i>
ADDRESS <i>1963 Lakeshore Drive</i>	JOB LOCATION <i>egoullan@hotmail.com</i>	DATE <i>4-23-26</i>
<i>Muskegon Mi 49441</i>	DATE OF PLANS	ARCHITECT
PHONE # <i>219-384 2154</i>	FAX #	

We hereby submit specifications and estimates for:

Home Wash'n \$5 North/West side.

We propose hereby to furnish material and labor – complete in accordance with the above specifications for the sum of:

\$ *500.⁰⁰* _____ Dollars

with payments to be made as follows: _____


Any alteration or deviation from above specifications involving extra costs will be executed only upon written order, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control.

Respectfully submitted  *Jonathan Thomas*

Note — this proposal may be withdrawn by us if not accepted within _____ days.

Acceptance of Proposal

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payments will be made as outlined above.

Signature 

Date of Acceptance *4-23-26*

Signature _____

LD Landscaping

ESTIMATE TOTAL

\$500.00

To move forward with this estimate, select **Accept** and LD Landscaping will reach out with next steps.



Accept

Decline

LD Landscaping

estimate number 1002


estimate total \$500.00

[View estimate](#)  

Business details

Email: lucas.dethloff@gmail.com



 Information is protected and kept confidential

Estimates are subject to change. The business will reach out to confirm final details.

© 2026 Intuit Inc. All rights reserved. [Privacy](#) | [Terms of service](#)



Port City Signs
 771 Access Hwy
 Muskegon, MI 49442

ESTIMATE

Date	Estimate #
4/28/2026	6760

Name / Address

LAKESHORE TAVERN
 JOHN BROWN
 1963 LAKESHORE DRIVE
 MUSKEGON, MI 49441

Ship To

INSTALLATION AT:
 LAKESHORE TAVERN
 JOHN BROWN
 1963 LAKESHORE DRIVE
 MUSKEGON, MI 49441

Terms	Rep
50%DEPOSIT/DOR	SZ

Item	Description	Qty	Rate	Total
NEON	NEON WORK; NEW GLASS FABRICATION FOR NEON SIGN - "LAK"	1	200.00	200.00T
SERVICE MATE...	15,000V TRANSFORMER	1	339.43	339.43T
INSTALLATION	INSTALLATION OF ABOVE NEW NEON & TRANSFORMER	1	312.50	312.50
	Sales Tax		6.00%	32.37

Estimate is valid for 30 days from today's date. To submit order, sign & reply back with approval.

Total \$884.30

Signature: _____

Date: _____

*Pricing does not include any shipping costs.

Ph: 877.773.6750 * E-mail: info@portcitysigns1.com



SIGNAGE PROPOSAL

Date: 4/30/26
Bill: Lakeshore Tavern
Address: 1963 Lakeshore dr.
City/State/ZIP: Muskegon, MI 49441
Billing: 433 Seminole Suite 110, Muskegon 49444
Phone: 231-578-9660
Contact: John Brown
Email: john_k_brown@msn.com

Specifications:

Parts-

(1)New Neon transformer.

Part: \$390.00

Installation-

One service technician in one bucket truck to install transformer.

Labor: \$300.00

Tax: \$23.40

Total Investment: \$713.40

Permit extra, final electric by owner

Terms: 50% down with balance due on completion of job

Terms and Conditions

Sketch Deposit: The sketch deposit covers minimal costs involved in developing a concept. It does not cover the actual purchase price of a custom design, with a quoted minimum price. The sketch remains the property of the designer.

PRICE QUOTATION GOODFOR 30 DAYS.

PRICES as indicated above, are minimum estimates for art or sign work only. Photostats, typography, photographs, overtime changes and/or time additions, delays caused by the client, special consultations and all other work expenses that cannot be estimated accurately in advance will be billed extra unless otherwise specified

FINISHED art, mechanicals , and signs will be released for use by the clients only. Mechanicals, original sketches and materials other than signs originated by the designer are the property of the designer, and will be held for the client, unless otherwise shown.

Sign remains the property of ADVANCED SIGNS until it is completely paid for. If not paid for in ninety (90) days, ADVANCED SIGNS may remove sign, unless otherwise agreed.

SPECIAL conditions on client's purchase order in no way negate the above Conditions of Sale. In ordering the work described above, the client accepts all of these conditions whether noted on this purchase order or not.

IF UNUSUAL DIGGING conditions (i.e.: ledge, water, etc.) are encountered in ground installations, this contract is binding; however, an additional cost based on our labor, plus ___% on subcontract labor and materials, will be added to the above price.

THE CLIENT agrees to pay all costs of collection in the event of default of payment by the client, including a reasonable attorney's fee. In the event of delinquent payments, the client will be charged a rate of ___% interest every month after the first 30 days.

QUOTED BY _____ Date _____

ACCEPTANCE OF PROPOSAL

The above prices, specifications, and conditions are satisfactory and are hereby accepted. You are authorized to do the work above as specified. Payment will be made as outlined above.

Signature _____ Date _____





May 21, 2026

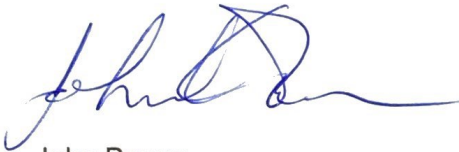
To Whom It May Concern,,

Lakeside Golf Properties, owner of the Lakeshore Tavern property, fully supports the grant application being submitted for improvements and redevelopment efforts associated with Lakeshore Tavern.

We are pleased to support the continued investment into the property and believe the proposed improvements will positively contribute to the surrounding business district and community. We support the efforts being made to revitalize and reopen Lakeshore Tavern and acknowledge our approval of the proposed project as outlined in the application submitted to the Lakeside Economic Development BID/CIA.

Should additional information be required, please feel free to contact us.

Sincerely,



John Brown

—
**Jay, John, Andy, Mike, Paul
Lakeside Golf Properties**