



Internal Memo

August 6, 2015

TO: Mayor and City Council

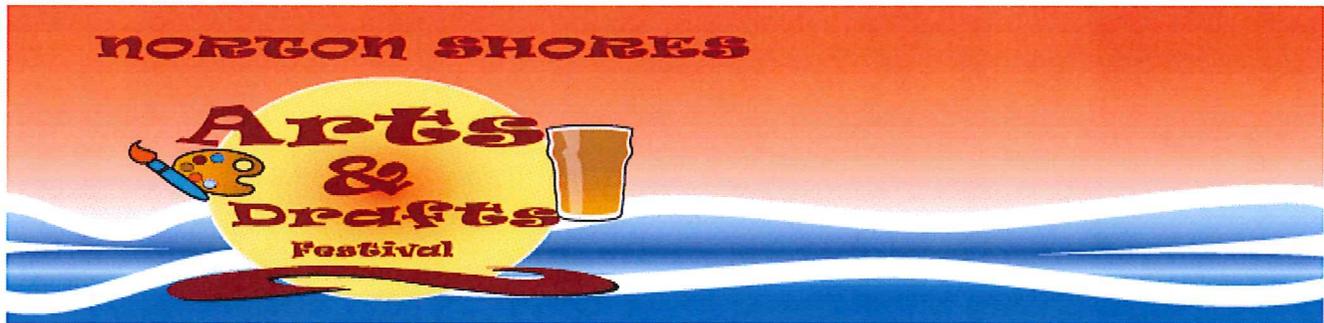
FROM: Mark C. Meyers, City Administrator *WCM*

SUBJECT: August Information Update

1. Arts & Drafts Festival – The third annual Arts & Drafts Festival will be held at Ross Park on Saturday, August 15th. The day's first event is the Arts & Dash 5K run/walk at 8 a.m. with the Arts & Crafts Fair opening at 10 a.m. and beverage tent featuring live music from noon to 11 p.m. Please see the attached for specific times and activities.
2. United Way Day of Caring – This year the United Way Day of Caring will feature beautification projects along Seaway Drive through Norton Shores and into the City of Muskegon and, also, along Sherman Boulevard in the City of Muskegon Heights. It is scheduled for Friday, September 11th beginning at 8 a.m. Attached is a volunteer sign-up sheet which includes additional information about this event.
3. Local Road Improvement Program – The hot-in-place recycling contractor completed work related to the 2015 street resurfacing program two weeks ago. The second contractor, who will lay final asphalt, began raising manhole covers last week. Paving will begin next week. In a related matter, several streets are being reconstructed. Schamber Drive is complete and Castle Avenue had its' first coat of asphalt applied. Construction continues on Wellwood Street and Mayfair Avenue through this week with testing of the utilities to begin on Monday.
4. City Facebook Page – The City has launched a new Facebook page. Attached is a memo from City Clerk Lynne Fuller regarding the social media effort.
5. Unity Reformed Church Volunteers – From July 16 – 18 a group of six high school students attending a camp at Unity Reformed Church donated their time and effort to help beautify Norton Shores. The group worked 16 hours at Black Lake Park spreading bark on the new walking trails. The effort was organized by resident Gary Hasper and managed by Parks' Supervisor Bill Cross. Staff is very appreciative of their hard work. Attached is a photo of the great job they did in the park.

6. Seaway Drive Construction Update – Beginning next Monday, August 10, the Grand Haven Road intersection at Seaway Drive will be closed for one week to facilitate reconstruction of the intersection. Southbound traffic on Seaway Drive will be detoured on Airline and Airport Roads to Grand Haven Road. Northbound traffic on Grand Haven Road will be detoured on Airport Road to Seaway Drive.
7. Council Requests List – Attached is an updated list for City Council's information.
8. Economic Development Update – Attached is the current edition of the Economic Development Update, a new publication from Muskegon Area First and Muskegon County. This newsletter is written quarterly and this edition reflects positive employment gains for Muskegon County over the past 12 months.
9. August 4 Special Election Results – Attached is a spreadsheet reflecting the results of this week's special election. The Muskegon Central Dispatch renewal was approved by 72% of the County's voters (76% in Norton Shores). The Muskegon School District's Sinking Fund Proposal failed by 52% (60% in Norton Shores).
10. Fire Inspector – As Council will recall the Fiscal Year 2016 Budget provides for reorganization and additional personnel for the Fire Prevention Bureau. I am pleased to announce the promotion of Lieutenant Joe Munson to the new position of Fire Inspector. Lt. Munson has served as a lieutenant for the past ten years, most recently in the assignment of Ordinance Enforcement Officer. Joe is licensed through the State of Michigan as a certified fire inspector and has assisted over the years with fire inspections as a member of Muskegon County Fire Investigation Team. Please join me in congratulating Lt. Munson on his promotion.
11. Informational Brochures – Building Division and Fire Prevention Bureau staff have drafted brochures to help residents easily find information, rules, and regulations regarding property improvements and maintenance. Attached please find copies of Residential Fences/Sheds/Decks and a newly created General Ordinance Information brochure. If you have any questions, comments or suggestions regarding these informational pieces, please let me know.

MCM/ss
Attachments



Saturday, August 15th @ Ross Park. 82 Randall Road, Norton Shores, Michigan

HOME

Beverage Tent
with Live Music
11am - 11pm

Arts & Dash 5K
8 am

Arts & Crafts
10 am - 5 pm

Children's Area
10 am - 3 pm

Welcome to the website for the 3rd annual Norton Shores Arts & Drafts Festival. The City of Norton Shores is working hard to make the 3rd Saturday in August a fun-filled event for every member of the family! Check out the rest of the website for information about the various activities that will take place in beautiful Ross Park all day long. If you would like further information or have questions, feel free to e-mail us at suev@nortonshores.org or give the Parks & Recreation Department a call at 231-799-6802.

Schedule of events: 8 am Arts & Dash 5K Run
10 am Arts & Crafts Area opens
Children's Activity Area
Noon Beverage Tent featuring live music

Arts & Drafts is excited to announce our 2015 line up of live music!

- Noon – 3 pm Two Dudes in Flip Flops
- 4 – 7 pm Westside Soul Surfers
- 8 – 11 pm Yard Sale Underwear
- Click the Beverage Tent/Live Music tab for details.

Free parking will be available at the park. We do ask that, until 10 am, everyone coming to the park arrive via Henry Street to Randall Road, since Wellesley Road will be used for the 5K run and not available for vehicles until the 5K has been completed.

Muskegon County

Day of Caring 2015

Friday, September 11



United Way of the Lakeshore

Get a little dirty while you help clean up our community!



Join us as we team up with **WatchMuskegon**, the cities of Muskegon, Norton Shores, and Muskegon Heights, the Michigan Department of Transportation and our AmeriCorps NCCC crew to make our community more beautiful! We'll work at various sites along Seaway Drive and Sherman Boulevard, taking care of weeds and planting some eye-catching flowers and greenery.

Not a fan of getting your hands dirty, but still want to help? Join us for an indoor project as we team up with our Labor group to put together Kits for Classrooms. Teachers will have a chance to let us know what they need for their classroom, then we'll put together custom kits to support success in our schools!

Indoor space is limited, depending upon location, so register today!

TO REGISTER: Visit unitedwaylakeshore.org/day-of-caring or use the form below.

8:00 - Breakfast & Registration at Mona Lake Park.
9:00 - Day of Caring Kickoff.
9:30 - Leave for project sites.
12:30 - Return to Mona Lake Park for free lunch.
A snapshot of our day.

Name: _____

E-mail: _____ Phone: _____

Can we text you? Yes No

T-shirt size: S M L XL 2XL 3XL I already have a LIVE UNITED shirt

Preferred Site: Outdoor (clean up/beautification projects) Indoor (Kits for Classrooms project)

Will you join us for breakfast? Yes No Will you join us for lunch? Yes No

Please scan and email form to volunteer@unitedwaylakeshore.org or fax to 231-722-3137.

A Volunteer Coordinator will follow up with you to confirm your registration and go over details of the day.

2015 United Way of the Lakeshore Signature Sponsors



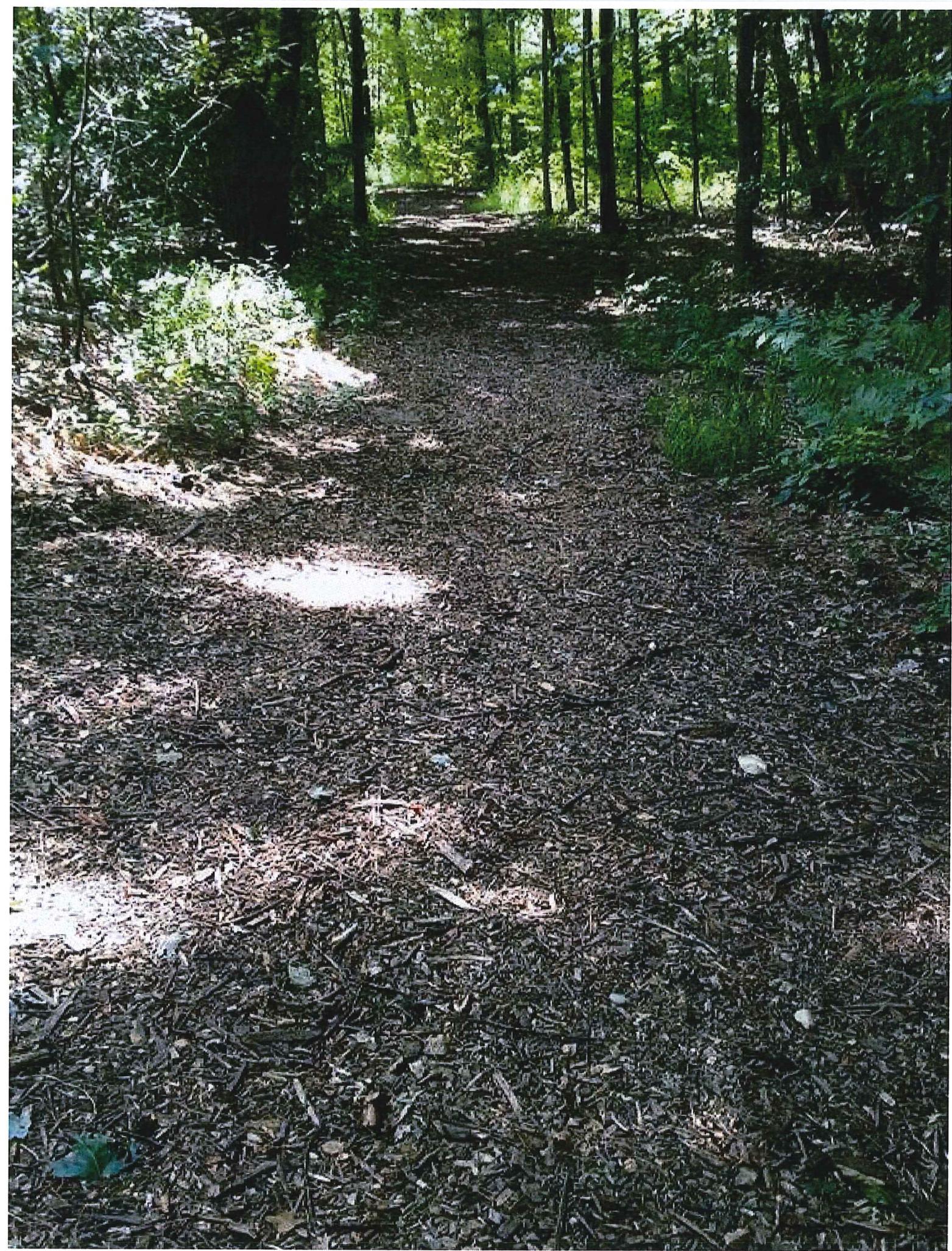


Internal Memo

TO: Mark C. Meyers, City Administrator
FROM: Lynne A. Fuller, City Clerk 
DATE: August 4, 2015
SUBJECT: Facebook

Over the past few years we have talked about the potential of using social media to communicate with our residents. Late in June City staff in the Administrative Services Department established a City page on Facebook. We have posted employment opportunities, meeting agendas, road construction notices, safety alerts from the Police Department and notices for events such as the Arts and Drafts Festival. We have also shared posts from other Facebook users for events such as Safety Day in Roosevelt Park.

So far we have 99 people who have "Liked" our page. We have received positive comments on our communication through Facebook but we welcome suggestions for improvements or additions to the page.



City Council Requests – August 2015

Date Requested	Requested By	Received Via	Request	Action Taken	Date Completed	Completed By
03/25/14	Council Member Jurkas	Email	Reconsideration of Rental Inspection Program.	City Attorney was asked to research and render a legal opinion. He presented options to the City Council at the April 22 work session.	Pending	City Attorney
05/26/15	Council Member Ostrom	Email	Explore opportunities to assist the City of Muskegon Heights with their boat launch facility.	Initial contact has been made with Muskegon Heights staff who appear willing to discuss the topic. Our staff will schedule a meeting with the new City Manager when one is hired.	Pending	City Administrator and Parks & Rec Director

*Revisions since the last update are highlighted

Upcoming Events

August 13

“The Best Ways to Get Started in Exporting” Seminar

Hosted by: Michigan Department of Agriculture and Rural Development & Food Export

Location: Kellogg Hotel & Conference Center, East Lansing
More Information [Here](#)

August 13

Advanced Manufacturing Expo

Hosted by: Industrial Control
Location: The Pinnacle Center, Hudsonville
More Information [Here](#)

August 20 & 27

Skilled Trades Training Fund Employer Workshops

Michigan Works! Muskegon-Oceana
Location: 316 Morris Ave, Muskegon
Time: 2:30 PM
RSVP: Sonya Barrett at 231-724-6817 or email: barrettso@miworksmo.org

August 30-31

Michigan Supply Chain Innovation Summit

Location: Ford Conference Center, Dearborn
More Information [Here](#)

September 23

Crowdfunding 2015 Conference

Grand Valley State University
Location: GVSU/MAREC
200 Viridian Drive, Muskegon
Time: 8:30 AM — 5:00 PM
More information [Here](#)

October 16

Micro-loan Workshops

GROW
Location: GVSU/MAREC
200 Viridian Drive, Muskegon
Time: 12 :00 PM or 5:30 PM
RSVP: Jamaal Ewing at 616-458-3404
e-mail: jewing@growbusiness.org

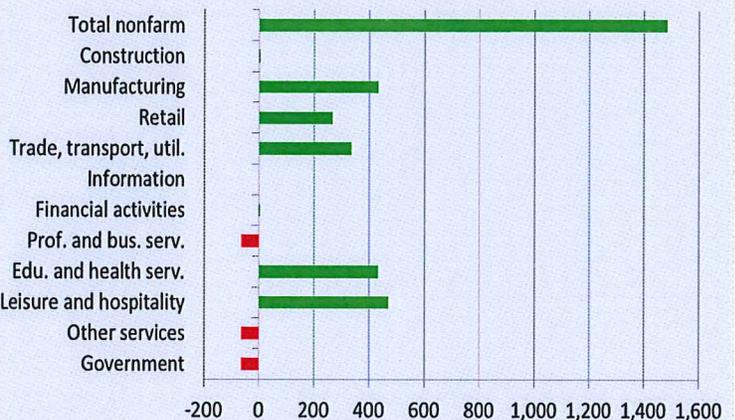
Mid-year Outlook for Muskegon County

Over 1,500 jobs added since 2nd quarter 2014

Brian Pittelko, W.E. Upjohn Institute for Employment Research

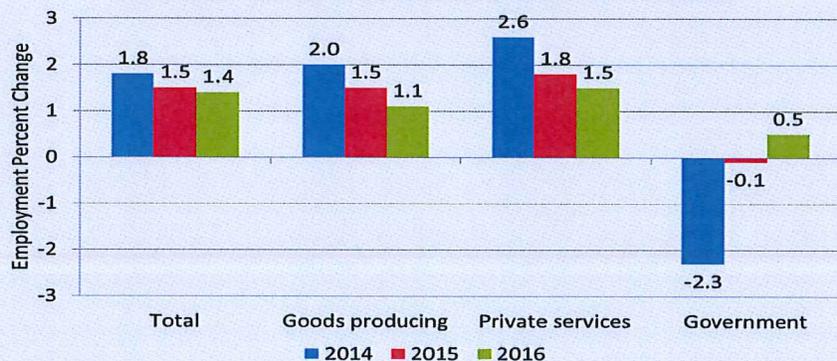
According to the mid-year outlook for Muskegon County as presented by Brian Pittelko from the W.E. Upjohn Institute for Employment Research, Muskegon County employment is growing modestly across various industries through the first half of the year. Employers added over 1,500 jobs since the second quarter 2014 with a significant number of these jobs in the manufacturing, healthcare and hospitality sectors.

Muskegon County Employment Change, Q2 2014 to Q2 2015



The Upjohn Institute also revised its forecast regarding Muskegon County’s Employment Change from its original prediction of 1.4% to 1.5%. This change is based on the job growth experienced by the region over the first half of the year.

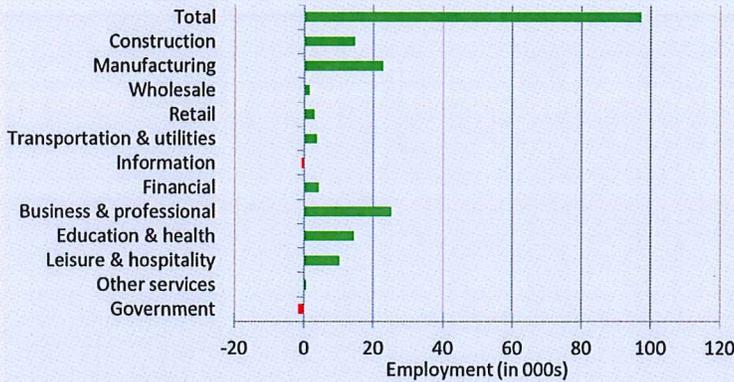
Muskegon County Employment Change and Forecast



On the state level, strong auto sales are pushing Michigan forward and most are forecasting that auto sales will remain high until at least 2017. The state's unemployment is down

recession levels but still higher than the nations', however, employment growth is expected in 2015 and 2016. Michigan's employers have added nearly 100,000 jobs during the first six months over the same period last year. The latest University of Michigan employment forecast for the State is very bullish with employment growth of 50,250 for 2015 and 52,140 projected for 2016.

Michigan's Employment Change, Jan-June 2014 to Jan-June 2015



Nationally, gross domestic product growth is expected through the remainder of 2015. Employment is on the rise but wages remain flat. The federal government has ceased bond purchases but will likely keep interest rates low. Along with interest rates, the rate of inflation is expected to stay low as well. Also, gas prices may stay low for the year. To view the complete report click [HERE](#).

2nd Quarter 2015 Economic Indicators

Labor Market

Workforce

Muskegon County

JUN 2015	78,387
MAY 2015	78,702
APR 2015	77,112
JUN 2014	78,481

Unemployment Rate

Muskegon County

JUN 2015	6.1%
MAY 2015	6.1%
APR 2015	5.1%
JUN 2014	7.7%

New Businesses

Registered

Muskegon County

APR	58
MAY	51
JUN	42

Gov't Contracts

Awarded

West Michigan

\$56,715,478

Stock Market Indexes

DOW	17,743.88
NASDAQ	5,144.44
S&P	2,111.37

Prime Lending Rate

JUN 2015	3.25%
MAY 2015	3.25%
APR 2015	3.25%
JUN 2014	3.25%

Jobs! JOBS! Jobs! and more Jobs!

It is estimated that nearly 50% of the Muskegon County's workforce commutes to areas outside of Muskegon County for employment, while many jobs are typically available closer to home.

According to Burning Glass, a leader of job market analytics, in the second quarter of 2015, **329 companies** advertised **1,859 jobs** online in Muskegon County. The **top 10 companies** posting these jobs were **Trinity Health, Chassis, Muskegon County, MOKA, Plumb's Inc., HCR ManorCare, Alcoa Howmet, Redi Rental, Port City Group, L & L Bull Farm and Greenhouse**. In the first quarter of 2015, 209 companies posted 1,217 jobs online, which is further indicative of ongoing open positions in Muskegon County. For more details, please call local your local MichiganWorks! office at 231-724-6381.

Huntington Bank launches a new \$5 Million Micro-Lending Program for West Michigan!

Small business micro-loans ranging from \$1,000—\$250,000 are now available through a new collaboration with the Michigan Economic Development Corporation and Huntington Bank under the **Pure Michigan Micro Lending Initiative**. The funds will be lent through the Opportunity Resource Fund, an established Michigan micro-lender.

Application support and coaching will be provided through Michigan's Small Business Development Center (SBDC), Grand Rapids Opportunity for Women (GROW), and LINC Community Revitalization in Grand Rapids. To learn more, contact: Jamaal Ewing, GROW at 616-458-3404, e-mail: jaw-ing@growbusiness.org or Jeanne Ferro, SBDC at 616-331-5000, e-mail: ferroj@gvsu.org



August 4, 2015 Special Election City of Norton Shores	Pct. 1	Pct. 2	Pct. 3	Pct. 4	Pct. 5	Pct. 6	Pct. 7	Pct. 8	Pct. 9	Pct. 10	Total
Central Dispatch 9-1-1 Renewal											
YES	12	30	15	13	35	43	45	30	40	52	315
NO	2	11	13	1	17	10	11	16	13	22	116
Voting	14	41	28	14	52	53	56	46	53	74	431
Absentee Ballots											
YES	54	97	104	112	147	111	182	175	118	186	1286
NO	16	28	57	39	40	31	49	54	40	34	388
Voting	70	125	161	151	187	142	231	229	158	220	1674
Total YES	66	127	119	125	182	154	227	205	158	238	1601
Total NO	18	39	70	40	57	41	60	70	53	56	504
Total Voting	84	166	189	165	239	195	287	275	211	294	2105
Muskegon Public Schools Building and Site Sinking Fund Increase											
YES	4										4
NO	10										10
Absentee Ballots											
YES	29										29
NO	40										40
Total YES	33	0	0	0	0	0	0	0	0	0	33
Total NO	50	0	0	0	0	0	0	0	0	0	50
Total Voting	83	0	0	0	0	0	0	0	0	0	83
Total Registered	1687	1812	1593	1760	1902	1610	2044	1934	2257	2161	18760
Percentage Voting	4.98%	9.16%	11.86%	9.38%	12.57%	12.11%	14.04%	14.22%	9.35%	13.60%	11.22%

Fee Scheduling for Building Permits

<u>Valuation</u>	<u>Fee</u>
\$ 1-500	25.00
501-600	27.00
601-700	29.00
701-800	33.00
801-900	35.00
901-1,000	39.00
1,001-1,100	42.00
1,101-1,200	46.00
1,201-1,300	48.00
1,301-1,400	52.00
1,401-1,500	54.00
1,501-1,600	57.00
1,601-1,700	60.00
1,701-1,800	63.00
1,801-1,900	65.00
1,901-2,000	67.00
2,001-3,000	70.00
3,001-4,000	85.00
4,001-5,000	99.00
5,001-6,000	112.00
6,001-7,000	126.00
7,001-8,000	140.00
8,001-9,000	155.00
9,001-10,000	169.00
10,001-11,000	182.00
11,001-12,000	196.00
12,001-13,000	210.00
13,001-14,000	223.00
14,001-15,000	237.00
15,001-16,000	251.00
16,001-17,000	267.00
17,001-18,000	280.00
18,001-19,000	294.00
19,001-20,000	308.00

Contact Us

City Offices

4814 Henry Street
Norton Shores, MI 49441

Hours: Monday-Friday 8 a.m. to 5 p.m.

Direct Dial Numbers:

Assessing.....(231) 799-6806
 Administration/City Clerk...(231) 798-4391
 Building/Permits.....(231) 799-6801
 Finance/Treasurer.....(231) 799-6805
 Fire Department.....(231) 798-2255
 Fire Prevention.....(231) 799-6809
 Ordinance Enforcement.....(231) 799-6811
 Parks & Recreation.....(231) 799-6802
 Police Department.....(231) 733-2691
 Public Works.....(231) 799-6803
 Streets & Drainage.....(231) 798-2156
 Water & Sewer.....(231) 799-6804
 Zoning.....(231) 799-6800

Visit nortonshores.org for more contact information such as email addresses and our staff directory.



Residential

Fences/Sheds/Decks



Building Division (231) 799-6801

- Inspections or structural questions

Planning/Zoning (231) 799-6800

- Setbacks and sizes of structures

Visit us at nortonshores.org

- Department/Building Division/Permit Applications or Fee Schedules
- City Government/Ordinances and Zoning Map



Shed Permits

200 Sq. feet or less

Besides the home you are permitted two (2) detached structures on a residentially zoned property....one (1) shed not to exceed 200 square feet and one (1) garage structure not to exceed 1,000 square feet, provided that the first floor square footage of the home is at least 1,000 square feet. If it is smaller, then the garage may not exceed whatever that square footage is. **The setbacks in a rear yard are five (5) feet from the rear and side property lines and six (6) feet from the home.** All setbacks are measured from eaves.



How to apply for a shed permit (detached structure less than 200 sq. feet):

- Fill out building permit
- Sketch site plan, including:
Property lines

Location of house

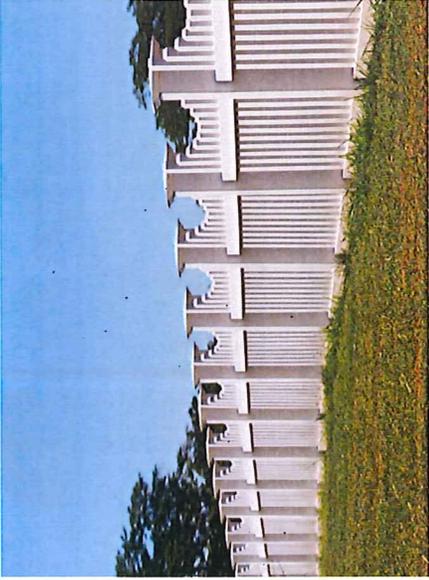
Location & size of proposed shed

Distance from shed to house

Distance from shed to property lines

- The site plan requires Zoning approval
- There is no charge if the shed is less than 200 sq. feet

**Garages and structures over 200 sq. feet have different requirements; please contact the Building Division 799-6801 or Zoning Division 799-6800 for further information*



Fence Permits

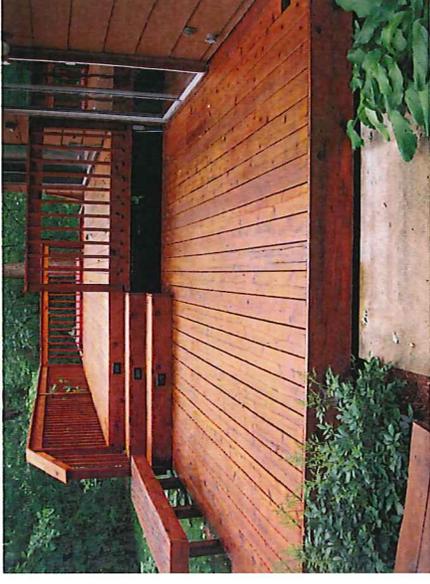
How to apply for a fence permit:

- Fill out building permit
- Sketch site plan, including:
Property lines
Location of house
Location & size of proposed fence
Type of fence
Front yard setback
- The site plan requires Zoning approval
- Cost of permit is based on the value of the project

**Pool Barrier Requirements:*

- Barrier shall be at least 48 inches
- Openings shall be 4 inches or less
- Gates shall be self-closing and latching

**Pool barriers have different requirements, please contact the Building Division 799-6801 for further information*



Deck Permits

How to apply for a deck permit:

- Fill out building permit
- Sketch site plan, including:
Property lines

Location of house

Location & size of proposed deck

Distance - deck to property lines

- The site plan requires Zoning approval
- Sign Deck Handout
- Cost of permit is based on the value of the project

RECREATIONAL FIRES

Recreational Fires are enjoyable for all of our citizens. However, we want them to be safe for everyone, so please follow these requirements:

- Natural cut wood: log size can be 3 foot long and no larger than 12 inches in diameter (brush, pine needles, processed lumber, grass, painted materials, etc. are prohibited from being burned)
- Excessive tree and rubbish materials cannot be burned
- Pile size should be less than 3 feet with a flame no higher than 2 feet
- Must be more than 25 feet from any structure or combustible material
- Must be constantly attended
- Extinguishing agent must be readily available (such as hose and/or sand)

Portable Fire Pits:

- Must be more than 15 feet from any structure or combustible material
- Extinguishing agent must be readily available (such as hose and/or sand)

Bonfires require prior approval from a Fire Official.

To Report Burning Complaints

If an illegal burn is occurring contact 911 and inform the dispatcher that this is a **non-emergency** nature of a call.

CITY ORDINANCE CONTACT INFO.

4814 Henry St., Norton Shores, MI 49441
Phone: 231.799.6811 Ordinance Enforcement
Phone: 231.799.6809 Fire Prevention Bureau
Phone: 231.799.6801 Building Division
Phone: 231.799.6800 Zoning Division
Fax: 231.798.7302
Nortonshores.org

General Ordinance Information



CITY OF NORTON
SHORES, MICHIGAN



Part of understanding your community means learning about local rules that impact your quality of life.

Quality neighborhoods benefit everyone by keeping our City an attractive, clean and safe place to live and raise a family. This brochure is provided to help you with frequently asked questions regarding ordinances, complaints and the corresponding departments.

To File an Ordinance Complaint:

Visit us at Nortonshores.org
Departments/Fire Department/Ordinance Complaint Form:

Fill out all required fields (we must have the complaint address, complainant address and phone number) save to your desktop and submit form.



MISCELLANEOUS ISSUES

Animals

For barking dogs, feces clean up, and dogs with no leashes contact the Police Department 733.2691.

Junk and Debris

Appliances, tires, batteries are all considered junk and debris. No indoor furniture is allowed outside 799.6811.

Vehicles/Trailers

Vehicles must be licensed, operable and in good repair. The Police Department may tow inoperable or unlicensed vehicles to report junk vehicles, call 733.2691.

Mowing and Yard Upkeep

During the growing season, which is generally April through October, the City rules require that the grass be **maintained and not exceed six inches in height**. Grass clippings may not be in the roadway or ditch.

The terrace (the area between the curb and sidewalk) and alley areas must also be maintained. Additionally, shrubs and trees must be trimmed back and away at corners to prevent traffic hazards and from sidewalks for pedestrian safety. No yard waste can be disposed in the roadways 799.6811.

Yard Waste

Yard waste items cannot be stored in yards. This includes, but not limited to:

Building materials	Car parts
Household items	Tires
Dismantled machinery	Trash
Domestic waste	Furniture

LEAVES

Leaf enforcement begins May 1st and ends August 30th. Once leaf season has concluded, unbagged leaves on a property with a principal structure **must be removed**.

Leaf Disposal Sites

Leaves must be transported by a car, truck or trailer with tarps covering the leaves.

1. 7249 Wood Road

Wood Road south of Pontaluna Road.
Paper bagged, loose leaves, and small brush (less than 3 inches in diameter)

Summer Hours:

Saturday/Sunday 11:00 am - 7:00 pm

Spring/Fall Hours:

7 days a week 11:00 am - 7:00 pm

2. Ross Park

Wellesley Road at Randall Road, east side of Ross Park.

Paper bagged leaves only.

Summer Hours:

Closed

Spring/Fall Hours:

7 days a week 11:00 am - 7:00 pm

Contact 798.2156 or 799.6803 for more information.

An Ordinance Enforcement

Officer will take action on properties that are not maintained. You will receive letters for any ordinance violations. Subsequent violations will result in the City cleaning up the property at the property owner's expense.

TEMPORARY SIGNS AND STORAGE

Temporary Signs

Special event signs can be used in Norton Shores twice a year for 14 consecutive days. Permit fee: Business - \$100
Non-Profit - \$ 25

Restrictions:

- Cannot be air operated
- Must not obstruct pedestrian and vehicular visibility
- Must not be placed on any public right-of-way
- Must be kept on the property

This information is based on a permitted temporary sign.

Temporary Storage Units

Units can be placed for 30 days.

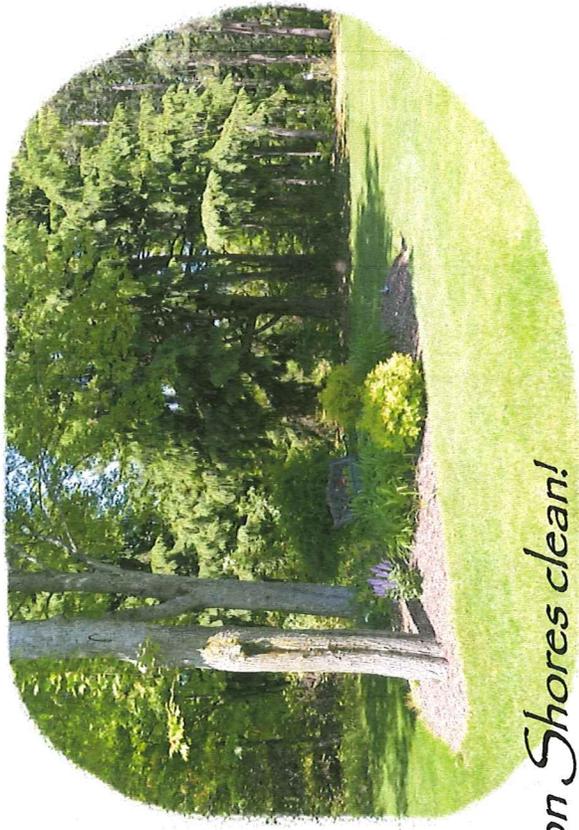
A person or supplier must register the placement of a temporary storage unit with the Fire Department 798.2255.

Temporary Signs Online:

Visit us at Nortonshores.org:

Departments/Fire Department/Permits and

Applications: Fill out all required fields, save to your desktop and submit form.



Thank you for keeping Norton Shores clean!