



PLANNING COMMISSION

May 30, 2013

**CITY OF PORTAGE PLANNING COMMISSION
SPECIAL MEETING AGENDA**

**May 30, 2013
(7:00 p.m.)**

Portage City Hall Conference Room No. 1

CALL TO ORDER

APPROVAL OF MINUTES:

May 16, 2013

OLD BUSINESS:

- * 1. City of Portage 50th Anniversary Celebration – Recognition of Portage Businesses

STATEMENT OF CITIZENS:

ADJOURNMENT:

Star (*) indicates printed material within the agenda packet.

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PLANNING COMMISSION

May 16, 2013

The City of Portage Planning Commission meeting of May 16, 2013 was called to order by Chairman Cheesebro at 7:00 p.m. in Council Chambers of Portage City Hall, 7900 South Westnedge Avenue. One citizen was in attendance.

MEMBERS PRESENT:

Bill Patterson, Rick Bosch, Miko Dargitz, Allan Reiff, Wayne Stoffer, Dave Felicijan and James Cheesebro.

MEMBERS ABSENT:

None.

MEMBERS EXCUSED:

Paul Welch and Dave Artley.

IN ATTENDANCE:

Christopher Forth, Deputy Director of Planning, Development and Neighborhood Services; Michael West, Assistant City Planner and Randy Brown, City Attorney.

PLEDGE OF ALLEGIANCE:

Chairman Cheesebro led the Commission in the Pledge of Allegiance.

APPROVAL OF MINUTES:

Chairman Cheesebro referred the Commission to the May 2, 2013 meeting minutes contained in the agenda packet. A motion was offered by Commissioner Patterson, seconded by Commissioner Bosch, to approve the minutes as submitted. The motion was unanimously approved.

SITE/FINAL PLANS:

1. Portage Brewing Company, 7842 and 7908 Portage Road – sidewalk deferment. Mr. Forth summarized the staff report dated May 9, 2013 and discussed the previous site plan conditions of approval including the requirement for installation of a 5-foot wide concrete sidewalk along the full frontage of Portage Road. After the September 2012 site plan approval and as part of the preparation of the FY 2013-2023 Capital Improvement Program, Mr. Forth indicated that a major street reconstruction project was identified for Portage Road, from East Centre Avenue to East Milham Avenue. Mr. Forth stated the roadway project is scheduled for FY 2017-2018 and will include widening of Portage Road to accommodate a left-hand turn lane from East Centre Avenue to the Zoetis driveway. Mr. Forth indicated the widening of the roadway will impact public improvements located in the right-of-way, including the sidewalk. While detailed engineering plans have not yet been prepared for this project, Mr. Forth stated it is likely an easement will be needed for the sidewalk installation adjacent to the Portage Brewing Company site. Mr. Forth indicated the owners of the Portage Brewing Company are aware of this future roadway construction project, support deferring installation of the sidewalk and will work with the city during the roadway project engineering design phase.

After a brief discussion, a motion was made by Commissioner Patterson, seconded by Commissioner Reiff, to amend the previously approved site plan for Portage Brewing Company, 7842 and 7908 Portage

Road, to not require installation of the sidewalk at this time, but instead be coordinated with the Portage Road reconstruction project scheduled to occur during FY 2017-2018. The motion was unanimously approved.

PUBLIC HEARINGS:

None

NEW BUSINESS:

1. Reschedule – July 4, 2013 regular meeting. Chairman Cheesebro discussed the regular meeting scheduled for July 4th and asked what the preference and availability of the Commission was regarding canceling and/or rescheduling this meeting. After a brief discussion, a motion was made by Commissioner Stoffer, seconded by Commissioner Reiff, to move the July 4th meeting to July 11th. The motion was unanimously approved.

2. Proclamation for Chairman Cheesebro. Secretary Stoffer indicated this was Chairman Cheesebro’s last meeting and read a proclamation to Chairman Cheesebro recognizing his 9+ years of service to the Planning Commission. Chairman Cheesebro thanked his fellow Commissioners, staff and Attorney Brown for all their support, contributions and friendship over the years.

7:15pm - The Commission took a short recess.
7:20pm - The Commission reconvened the meeting in City Hall Conference Room No. 1

OLD BUSINESS:

1. City of Portage 50th Anniversary Celebration – Recognition of Portage Businesses. Mr. Forth referred the Commission to a draft communication and information prepared by Commissioner Dargitz regarding the Passbook promotion for area businesses. Mr. Forth indicated that Commissioner Dargitz has done a tremendous amount of work on the Passbook; however, full Commission understanding of the level of involvement was necessary in order to ensure success of the program. Commissioner Dargitz explained her intent for the Passbook and how she envisioned it being implemented. Commissioner Dargitz stated she was still hoping that the details of the Passbook could be worked out by the Commission so that a general article could be included in the June edition of the Portager. Mr. Forth reviewed issues and concerns identified by staff regarding how the Passbook concept would be implemented including the need for full Commission participation, business inclusion, promotion and advertising, monthly prize drawings vs one prize drawing, Passbook details, raffle drawing and prize distribution. Commissioner Dargitz elaborated on concerns and questions identified by staff and the Commission discussed various issues and details. The Commission concurred that the Passbook should be open to all businesses and no purchase was necessary for a citizen to participate. The Commission discussed other issues including where and how to make the Passbook available, how individual businesses would confirm a visit (stamp, sticker, signature, etc), developing a FAQ sheet with answers to commonly asked questions, monthly update of the Passbook on the city website, size of the Passbook and whether or not to identify businesses by geographic area of the city.

Attorney Brown provided advice in three specific areas of concern: 1) Equal protection, 2) Constitutional provisions, and 3) Use of the city web site. Attorney Brown indicated that all interested businesses should be allowed to participate in the Passbook promotion regardless of business type and/or affiliations. Attorney Brown also indicated that public money could not be used to promote or advertise private businesses. Finally, Attorney Brown stated that no links to specific businesses should be placed on the city web site and the Passbook should only include a generic listing of participating businesses with no special highlighting or emphasis. Attorney Brown and Mr. Forth both expressed the importance of keeping the Passbook concept simple and to finalize operational details before making the Passbook public. For simplicity purposes, Mr.

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Forth suggested additional Commission discussion of a single drawing, as opposed to several monthly drawings. Commissioner Felicijan asked if staff would be available to be the contact for citizen and business owner questions. Attorney Brown stated that the City Administration should not be involved in the implementation of the Passbook promotion.

The Commission next discussed advertising ideas for the Passbook including the Portager and Kalamazoo Gazette, along with utilizing other volunteer organizations to assist with the promotion. Commissioner Dargitz stated she would like to begin monthly drawings in June, or July at the latest. Commissioner Bosch and Chairman Cheesebro expressed some concern about monthly drawings and suggested maybe two drawings, one in September and one in December. Commissioner Dargitz stated she believes monthly drawings are necessary to keep momentum going and discussed how monthly Passbooks could be easily updated through use of the city website. The Commission discussed whether or not to divide the businesses into geographic area and whether to reduce the number of businesses that need to be visited each month. Commissioner Dargitz indicated that she believes dividing the Passbook into geographic areas would encourage citizens to visit businesses that are outside of their normal shopping area.

Commissioner Dargitz stated that staff has been extremely helpful in this process; however, believes City Council has given the Commission little direction or resources to implement the Passbook concept. Mr. Forth discussed the need to flush out all operational details of the Passbook before promoting the concept on the website and in the Portager and/or Kalamazoo Gazette. Mr. Forth stated the Passbook was an idea of the entire Commission and all Commissioners need to fully understand the level of involvement and support the program. Likewise, Mr. Forth indicated that City Council also needs to fully understand the Passbook proposal in anticipation of questions from citizens and businesses should the Passbook come to fruition. Commissioner Dargitz indicated it was unclear to her whether City Council simply wants to be informed of the Passbook details, or reviews and approves the proposal. Commissioner Bosch concurred that direction on the process has been unclear, and it was unfair to assume that the Planning Commission could do everything in regard to this Passbook idea without some assistance. Mr. Forth again expressed the importance of finalizing all the operational details of the Passbook, advise City Council and suggested the Commission step back from the expectation that the program must be launched in June/July and consider a more reasonable launch date. Once the details have been finalized, Mr. West stated the Passbook could be launched with the September edition of the Portager and there could be four months of participation including the holiday shopping season.

After additional discussion, the Commission concurred that the subcommittee (Commissioners Dargitz, Stoffer and Felicijan) would meet next week to finalize Passbook details and then present the information to the full Commission for further review and discussion at a special meeting the last week in May, possibly May 30th. With the concurrence of the full Commission and if the Passbook was ready, Mr. Forth indicated that the information may then be conveyed to City Council for review at the June 11th meeting.

STATEMENT OF CITIZENS:

None.

ADJOURNMENT:

There being no further business to come before the Commission, the meeting was adjourned at 9:10 p.m.

Respectfully submitted,

Christopher T. Forth, AICP
Deputy Director of Planning, Development and Neighborhood Services

TO: Planning Commission

DATE: May 24, 2013

FROM: Vicki Georgeau, ¹⁹Director of Community Development

SUBJECT: City of Portage 50th Anniversary Celebration – Portage Business Passbook Program

Following the Planning Commission discussion during the May 16, 2013 meeting regarding the Portage Business Passbook program, the City Administration has considered the efforts that have been completed to date and the subsequent activities identified by the Commission members to implement the Passbook program. While activities completed to date have involved time and effort to bring the program to fruition and are commendable, the City Administration remains concerned about certain aspects of the program to ensure successful implementation.

As indicated by staff during the May 16th meeting, it is important that the Passbook program not be overly complicated in order to ensure that the purpose, rules and outcome of the program are very clear and simple for participating business owners and citizens to understand. As currently proposed, the program appears to be too complicated and time intensive making it logistically problematic and burdensome for the Planning Commission to implement, maintain, monitor and modify during the 5-6 months the program would be operating. It is anticipated business and citizen participation will be low if the program is not properly promoted and/or is viewed as being complicated or burdensome (e.g. too many and/or undefined rules).

It is also very important to ensure that details regarding implementation, promotion and ongoing operations of the program have been carefully considered before the Passbook is launched to minimize questions and criticism. In an effort to assist the Planning Commission with the Passbook proposal, the following are recommended:

1. Finalization of Operational Details/Solicit Business Participation

In regard to logistical concerns, time constraints and program promotion needed for this proposal, it is strongly recommended that the number of prize drawings be limited to one single drawing, held in December 2013. In addition, the Commission should establish a minimum number of participating businesses in order for the program to proceed. Finally, a detailed description of the program should be prepared in advance, and then disseminated to the business community so they are fully aware of the intent and operation. Business interest in the program may be obtained through a press release to various media sources, an announcement on the city website, PMN and by each Planning Commissioner visiting a specified number of businesses (e.g. 10-20 businesses).

Once these details are finalized, review and approval of the operational details associated with the Passbook program by City Council can be obtained. Subsequent to Council approval, in

late June/early July, the Planning Commission may then formally solicit business participation and obtain written commitments for participation in the Passbook program.

2. Finalization of the Passbook Design/Preparation of Public Information

Subject to obtaining an appropriate level of business participation commitments, the Passbook program design and promotional efforts to the general public can be finalized in late July/early August 2013. In addition, information intended to explain the Passbook program to the general public and preparations to publicize the program (e.g. FAQs, press releases, Portager articles, among others) would be prepared and finalized.

Once the program implementation and promotion details are complete, final review and approval of the Passbook program should be obtained from City Council, prior to launching the Passbook for citizen participation.

3. Launch the Portage Business Passbook Program

After the above steps are complete, the Passbook could be launched in September 2013 and promoted through the various media outlets, including the September edition of the Portager. The December 2013 Portager (mailed the first week in December) could be utilized as a final promotional effort. Following an established end date, a drawing could be held in December 2013 for the donated prizes (e.g., December 19th Planning Commission meeting).

Attached are the draft materials presented to the Planning Commission at the May 16th meeting, and it is understood that the subcommittee is working on revisions and additional materials for review by the Commission on May 30th. Once received, these additional materials can be provided as part of the final agenda for the May 30, 2013 meeting.

In addition, staff will be available to answer questions and provide assistance in regard to this matter at the May 30th special meeting of the Planning Commission.

Attachments: Draft Portage Business Passbook program materials, provided on May 16 2013

TO: CITY COUNCIL MEMBERS

FM: C.MIKO DARGITZ / PLANNING COMMISSION

RE: CITY OF PORTAGE 50TH ANNIVERSARY CELEBRATION OF PORTAGE BUSINESSES – PASSBOOK
CONCEPT AND DRAFT PASSBOOK

DATE: MAY 13, 2013

The Portage City Council requested all Portage Boards and Commissions submit ideas for the celebration of Portage's 50th Anniversary in 2013. The Planning Commission discussed several possibilities, and ultimately selected and submitted the Portage Business "Passbook" Concept.

Through this project, we hope to capitalize on the 50th anniversary as an opportunity to celebrate Portage businesses, and try to help connect Portage residents with Portage businesses they might otherwise not have known about, and to provide additional exposure for the Portage business community.

To achieve this, we have proposed that Portage businesses be able to volunteer to participate in the program, and to donate goods or services that would be raffled off to Portage residents completing monthly "Passbooks." We are planning to initiate a printable "Passbook" to be located on the City of Portage website, along with a rolling list of participating businesses. This list will also be included on the back of the passbook for ease of reference. Residents will print out this Passbook, and complete it by obtaining stamps and/or signatures from a variety of Portage businesses as set forth in the Passbook for that particular month. Residents will then submit their completed passbooks at City Hall, where the Planning Commission will randomly select a number of winners to match the number of prizes available for that particular month.

On a monthly basis, we may change the passbook categories to require stamps/signatures from, for example, different business sectors, or different geographic areas. We would be open to other categories, as well, if the Council had other suggestions.

By including an announcement article in the June *Portager* describing the program and soliciting business participation, we intend to launch this program for the second half of 2013. Business participants will be able to register via the City of Portage website or telephone if the Council wishes to designate a City staff person to enter such registrations, and residents will be able to view and print the passbook via the same webpage.

This effort will be undertaken at little or no cost to the City, and will require only minimal staff time to maintain one page on the City website. Bart's Signs and Banners has generously volunteered to provide the graphic design for the Passbook, and will have a completed design by early next week. Thus far, we have over a dozen Portage businesses that have volunteered to participate and donate prizes (every business we approached has either agreed, or given a tentative "yes." We expect the number of participating businesses to increase substantially with the distribution of the June *Portager*.

Our hope is that this is an opportunity to acquaint Portage residents with the quality and variety of businesses within the City. Portage is fortunate to have a rich and diverse business community, and this is a chance for us to support our neighbors, and to show our pride for our local businesses.

Participating Portage Businesses as of 5-13-13:

- Barrett's Smokehouse, 9942 Oakland Dr Portage, MI 49024, (269) 323-3700
- Biggy Coffee, 3279 W Centre Ave Portage, MI 49024, (269) 903-2371
- Daane's Catering, 8901 Portage Rd, (269) 327-5500
- Erbert&Gerbert's Sandwich Shop, 6503 S Westnedge Ave, (269) 359-3100
- H&B Market, 9113 Portage Rd, (269) 327-8807
- Maya Riviera, 5036 S Westnedge Ave, (269) 382-6901
- Nelson Hardware, 9029 Portage Road, (269) 327-3583
- RPM Oil & Lube Center, 8524 Portage Rd, (269) 324-0661
- Schram's Greenhouse, 7313 S Westnedge Ave, (269) 327-5347
- Tim Hortons, 5709 S Westnedge Ave,(269) 343-0910
- West Lake Drive-In, 9183 Portage Rd, (269) 327-5985
- West Lake Drug, 8822 Portage Rd, (269) 327-3049
- Yo Go Delites, 6412 S Westnedge Ave, (269) 329-2883



City of Portage
50th Anniversary
Celebration of Portage Businesses
June 2013 Entry Form



Join us in celebrating Portage's business community by collecting stamps from participating businesses for a chance to win a monthly drawing for prizes donated by Portage merchants, service providers, and other businesses!

Thank you to the businesses in **bold** who have generously donated prizes.

To participate:

- Print the monthly entry form from the City of Portage website;
- Fill in your name and contact information below;
- Check the list of participating businesses;
- Collect 3 stamps/signatures from businesses in each of the three categories;
- Submit your completed entry form at City Hall by the last business day of the month;
- We will draw winners from completed entries submitted by the deadline for all available prizes for that month, and notify winners on the Friday following the first Thursday of each month!

June 2013

Portage Business Passbook Entry Submitted by:

Name: _____

Contact Phone Number: _____

or

Contact Email: _____

June 2013 Entries
South Portage

Stamp	Business Name

North Portage

Stamp	Business Name

West Portage

Stamp	Business Name

Celebrate 50 Years of Business in the City of Portage!

Visit and collect stamps from 3 participating Portage businesses in each of 3 categories and be entered to win a prize from such Portage businesses as: Barrett's Smokehouse, Biggby Coffee, Daane's Catering, Erbert&Gerbert's Sandwich Shop, H&B Market, Maya Riviera, Nelson's Hardware, RPM Oil & Lube Center, Schram's Greenhouse, Tim Hortons, West Lake Drive-In, West Lake Drug, and Yo Go Delites.

Portage residents may print a "Passbook" by visiting the City of Portage website at www.portagemi.gov/passbook. Prizes will be awarded monthly, so complete your passbook and return it to City Hall by the end of the month for your chance to win!

Portage businesses may also sign up to participate by visiting www.portagemi.gov/passbook. Participating Portage businesses will have their business name listed on the website, as well as printed in the Passbook. Businesses donating a prize will also be recognized separately. If you are a Portage business and would like to participate, please register online at www.portagemi.gov/passbook or call City Hall at 329-4400.

Thank you for celebrating with us! Here's to 50 more years of wonderful businesses in the City of Portage!