



INITIAL SITE VISIT

MEETING AGENDA

Sandusky, Michigan

November 2, 2016

6:00 PM

City of Sandusky

1. Call to Order
2. Introductions
 - a. PRT Technical Team
 - b. State and Regional Partners
 - c. PRT Community Stakeholders
3. Review of PRT Action Strategy
 - a. Actions that have taken place since the preparation of the Action Strategy
 - b. Ongoing Action Items
4. Scope of Technical Assistance Work Elements
 - a. Review Work Plan
 - i. Master Plan
 - ii. Zoning Ordinance Audit with Revisions
 - iii. Downtown Program
 - iv. Marketing and Branding
 - v. Communications Plan
5. Communications - External
 - a. Stakeholders
 - b. Community
6. Communication – Internal
 - a. Monthly conference calls
 - i. Conference Call
 - ii. GoToMeeting
7. Other Business
8. Adjournment



CONTACT LIST

Sandusky

Primary Contact

Region	Name	Organization	Role	Email	Phone
All	John Iacoangeli	BRI	Principal, Planner Downtown	jri@bria2.com	734-646-6901
All	Joe Borgstrom	Place and Main	Development	joe@placeandmain.com	517-614-2733
All	Leah DuMouchel	BRI	Planner	ldumouchel@bria2.com	734-239-6616
All	Michelle Parkkonen	MEDC RRC	Manager	parkkonenm@michigan.org	(517)599-8796
1 5 6 9	Stacy Esbrook	MEDC CATeam	Regional Manager	esbrooks@michigan.org	(517)819-3144
5 6 9	Debbie Neumann	MEDC RRC	Planner	neumann2@michigan.org	(517)512-0940
5 6	James Espinoza	MEDC CATeam	5 6	espinozaj3@michigan.org	(989)590-0512 989.635.3561
6	Jessica Billiau	TIA/WDA Thumb Works!		jbilliau@thumbworks.org	Ext. 236
6	Dave Faber	City of Sandusky	City Manager Business Services	dfaber@misandusky.com	(810)648-4444 (810)648-5800
6	Eldon Preston	GST Michigan Works	Liaison	epreston@gstmiworks.org	x16
6	Jessica Billiau			jbilliau@thumbworks.org	



TECHNICAL WORK PLAN

Sandusky

Sandusky		
Q1	Community	Team
1	SVSU student marketing group	Review Zoning Ordinance to determine barriers and redraft provisions
2		Review ED strategy
3		MEDC Community Profile video outline
4		Brand and marketing strategy work sessions
Q2	Community	Team
1	Continue with student marketing group	Review development process and make alterations to conform with RRC BMPs
2	Organize interest in DDA formation	MEDC Community Profile video PR and marketing
3		Assist with formation of DDA; conduct an education session with business community and elected officials on benefits of a DDA
Q3	Community	Team
1	Deliver marketing strategy	Inventory redevelopment sites; determine brownfield sites; suggest redevelopment model
2	Unveil brand	
3	MEDC CAT relationships	Organize community housing summit on homeownership



WORK SCOPE
SANDUSKY

Task	Responsible Party	Description of Work Task	Timing
Master Plan Revisions	B&R	Update Community Master Plan pursuant to PA 33 of 2008, including; <ul style="list-style-type: none"> Housing Assessment 	November 2016 through May 2017
Zoning Ordinance	B&R	Evaluate the ZO to determine if it will align with Master Plan, allow for mixed housing types, and provide non-motorized standards.	February 2017 through May 2017
Downtown Placemaking	B&R and P&M	Review Cardinal Consulting materials and assist the City with the establishment of a DDA. Assist the DDA with preparation of a Development Plan and TIF Plan.	TBD
Branding & Marketing	Arnett Muldrow	Prepare a branding and marketing program	TBD
Communications Plan	Place & Main Advisors	Develop Communications Plan for Community including: <ul style="list-style-type: none"> Press Release Template Media Alert Customized Media List 	Throughout and after the PRT process



COMMUNITIES



NEWBERRY



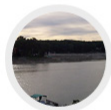
CENTRAL LAKE



GRAYLING



EWART



HARRISON



SANDUSKY



CHARLOTTE



PAW PAW



HILLSDALE



RIVER ROUGE

GET IN TOUCH

Your Name Your Email Subject

Your message

SEND MESSAGE

Calendar

AUGUST 2016



MON	TUE	WED	THU	FRI	SAT	SUN
1 Project Rising Tide Kickoff Meeting	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Check-in: Admin Conference Call	18	19	20	21
22	23 Central Lake Kickoff Event	24	25	26	27	28
29 Newberry Kickoff Event	30	31				

Resource Library

An important goal of the Rising Tide project is to increase the capacity of each community to address the many varied needs of its citizens and stakeholders. The resources here are all designed to offer guidance, instruction, best practices, and support regarding specific topics related to community and economic development.

Community Engagement

Toolkit
COMMUNITY ENGAGEMENT

Branding Your City

Planning and Zoning

A Citizen's Guide to Planning & Zoning in Northwest Michigan

Placemaking

462,791,322

walking the Walk