

**OFFICIAL PROCEEDINGS  
CITY COUNCIL  
PLANNING COMMISSION  
DOWNTOWN DEVELOPMENT AUTHORITY  
HISTORIC DISTRICT COMMISSION  
CITY OF ESCANABA, MICHIGAN  
Special Council Meeting  
Thursday, January 9, 2020**

Pursuit to a special meeting notice posted December 18, 2019, the meeting was called to order by the Honorable Mayor Marc D. Tall at 12:00 p.m. in the Council Chambers of City Hall located at 410 Ludington Street.

Present: Mayor Marc D. Tall, Council Members Ralph B. Blasier, Tyler D. DuBord, and Karen S. Moore.

Absent: Mayor Pro Tem Peggy O'Connell.

Planning: Chairperson Christine Williams, Vice Chairperson James Hellermann, Secretary Craig Gierke, Deputy Secretary Paul Caswell, Commission Members Dominic Benetti, Richard Clark, and Stephen Davis.

Absent: Commission Members Brian Black and Kelvin Smyth.

DDA: Chairperson Dan Bender, Trustee Members Marc Tall, Mark Ammel, Patrick Jordan, Curt Spaulding, Pat Baribeau, and Peggy Berg.

Absent: Treasurer Andy Crispigna and Vice Chairperson Eric Swanson.

Historic: Vice Chairperson Judith Fouts, Commissioners Elizabeth Keller, Karen Lindquist, Monte Morrison, and Ellie O'Donnell.

Absent: Chairperson Don Curran and Secretary Suzell Eisenberger.

Also Present: City Manager Patrick S. Jordan, Phil DeMay City Clerk, DDA Director Ed Legault, Christopher Germain and Jennifer Tucker of the Michigan Economic Development Corporation (MDEC), City Planning Administrator Roxanne Spencer, media and members of the public.

**ADJUSTMENTS TO THE AGENDA**

Blasier moved, DuBord seconded, **CARRIED UNANIMOUSLY**, to approve the agenda as submitted.

**CONFLICT OF INTEREST DECLARATION** – None

**NEW BUSINESS**

**NB-1 Presentation/Discussion – Michigan Economic Development Corporation (MEDC) – Report of Findings.**

The Michigan Economic Development Corporation presented its findings and recommendations for aligning the City of Escanaba's development practices with

City Council Minutes  
January 9, 2020 – continued

Redevelopment Ready Community Best Practices as the City moves toward re-certification.

Christopher Germain and Jennifer Tucker of the Michigan Economic Development Corporation (MDEC) presented an interactive slideshow on Redevelopment Ready Communities (RRC) City of Escanaba's Recertification. The RRC Program was a statewide program that certifies communities as "development ready" based on effective policies, efficient processes and broad community support. Christopher Germain and Jen Tucker provided a Redevelopment Ready Communities Report of Findings. (See Attachment – A).

### **COMMISSION/STAFF COMMENT AND ANNOUNCEMENTS**

Council Members, Planning Commissioners, DDA, and Historic District Commissioners discussed their concerns and support of Redevelopment Ready Communities (RRC) City of Escanaba's Recertification.

### **GENERAL PUBLIC COMMENT** – None

Hearing no further business or public comment, the meeting adjourned at 1:09 p.m.

Respectfully submitted,

Phil DeMay  
City Clerk

Approved: \_\_\_\_\_  
Marc. D. Tall, Mayor

# Redevelopment Ready Communities

*Escanaba Recertification*



# Snapshot



Original RRC Engagement: May 2015

Original RRC Certification: April 12, 2017

Certification Expires: April 12, 2020

10<sup>th</sup> community in the state to achieve certification – 1<sup>st</sup> in the Upper Peninsula

Since certification, the city has experienced significant turnover in staff tasked with maintaining RRC certification.

Escanaba has been an early recipient of assistance from the Redevelopment Services Team to help foster development on the former Delta County Jail building.





# Community Development

Supporting the growth of vibrant, diverse  
and sustainable communities across Michigan



**redevelopment ready**  
communities®



Empower communities to shape their future by establishing a solid foundation to retain and attract business investment and talent.



**RRC  
GUIDING  
PRINCIPLES**

**SELF-  
HELP**

**COMMUNITY  
VISION**

**PARTNERSHIPS**

**EFFICIENT**

**IMPLEMENTATION**

**PROACTIVE**

**PREDICTABILITY**

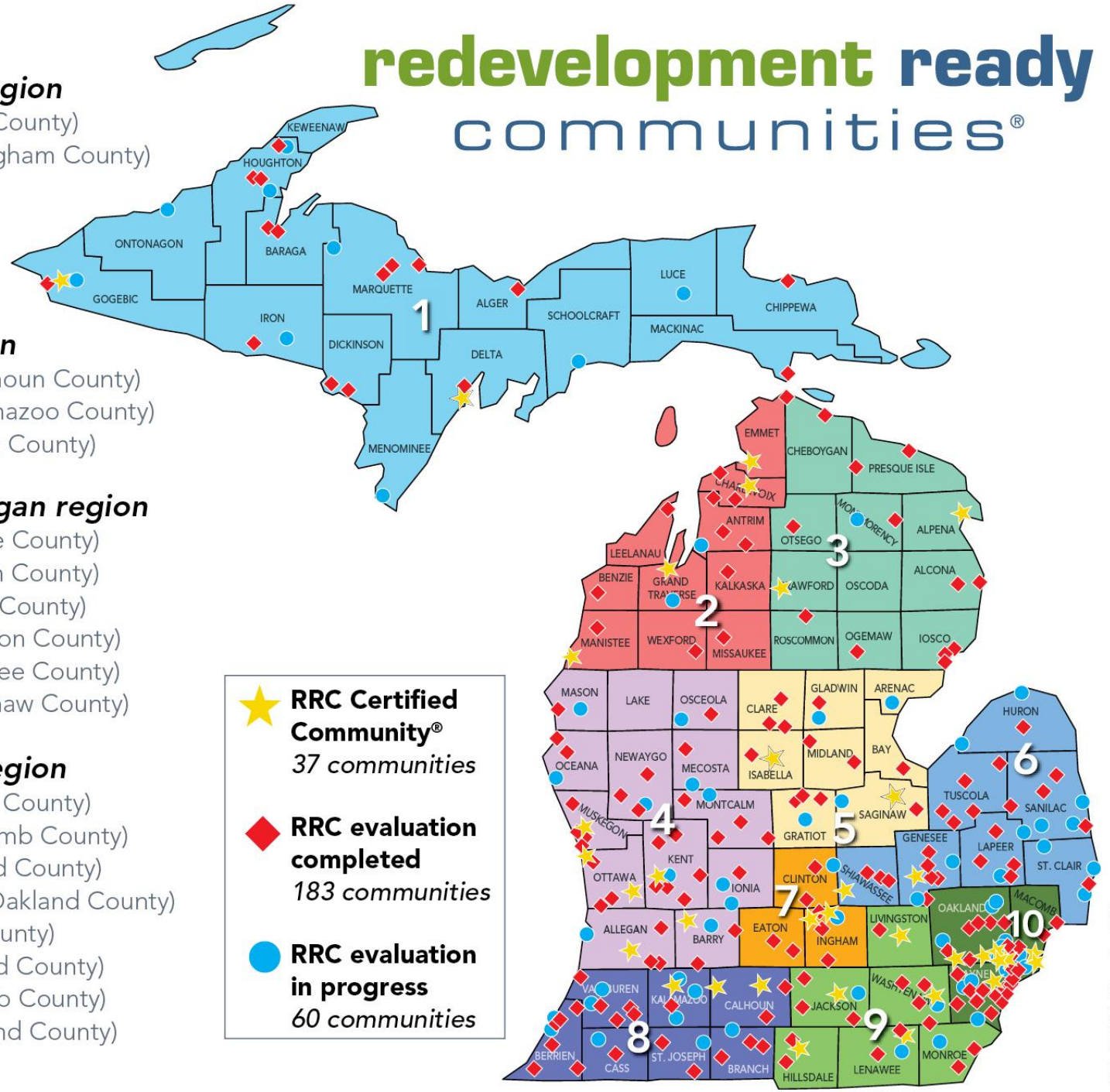
**TRANSPARENT**



# redevelopment ready communities®

- 1 Upper Peninsula region**
  - ★ Bessemer (Gogebic County)
  - ★ Escanaba (Delta County)
- 2 Northwest region**
  - ★ Boyne City (Charlevoix County)
  - ★ Manistee (Manistee County)
  - ★ Petoskey (Emmet County)
  - ★ Traverse City (Grand Traverse County)
- 3 Northeast region**
  - ★ Alpena (Alpena County)
  - ★ Grayling (Crawford County)
- 4 West Michigan region**
  - ★ Allegan (Allegan County)
  - ★ Grand Haven (Ottawa County)
  - ★ Grand Rapids (Kent County)
  - ★ Hudsonville (Ottawa County)
  - ★ Middleville (Barry County)
  - ★ Muskegon (Muskegon County)
- 5 East Central Michigan region**
  - ★ Mt. Pleasant (Isabella County)
  - ★ Saginaw (Saginaw County)
- 6 East Michigan region**
  - ★ Laingsburg (Shiawassee County)
  - ★ Swartz Creek (Genesee County)

- 7 South Central region**
  - ★ Lansing (Ingham County)
  - ★ Meridian Twp. (Ingham County)
- 8 Southwest region**
  - ★ Battle Creek (Calhoun County)
  - ★ Kalamazoo (Kalamazoo County)
  - ★ Marshall (Calhoun County)
- 9 Southeast Michigan region**
  - ★ Hillsdale (Hillsdale County)
  - ★ Howell (Livingston County)
  - ★ Jackson (Jackson County)
  - ★ Pinckney (Livingston County)
  - ★ Tecumseh (Lenawee County)
  - ★ Ypsilanti (Washtenaw County)
- 10 Detroit Metro region**
  - ★ Dearborn (Wayne County)
  - ★ Eastpointe (Macomb County)
  - ★ Ferndale (Oakland County)
  - ★ Lathrup Village (Oakland County)
  - ★ Novi (Oakland County)
  - ★ Oak Park (Oakland County)
  - ★ Roseville (Macomb County)
  - ★ Southfield (Oakland County)



- ★ **RRC Certified Community®**  
37 communities
- ◆ **RRC evaluation completed**  
183 communities
- **RRC evaluation in progress**  
60 communities





redevelopment ready  
communities®

# BEST PRACTICES



1. Community plans and public outreach
2. Zoning regulations
3. Development review process
4. Recruitment and education
5. Community prosperity
6. Redevelopment Ready Sites®





# RRC BEST PRACTICES:

Community plans and public outreach

EAST  
20  
→



# RRC BEST PRACTICES:

Community plans and public outreach

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## THE PLANS...

Goals

Actions

Timelines

Responsible parties

## IMPLEMENTATION!





# RRC BEST PRACTICES:

## Zoning regulations





Mix of  
housing types

Non-motorized  
transportation

Concentrated  
areas of  
development  
by-right

Flexible  
parking



A hand holding a silver pen is writing on a white document. In the background, there is a stack of colorful folders in shades of pink, orange, green, and blue. The scene is brightly lit, suggesting an office or professional setting.

# RRC BEST PRACTICES:

## Development review process

# RRC BEST PRACTICES:

Development review process

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**PREDICTABILITY!**





# RRC BEST PRACTICES:

Recruitment and education







# RRC BEST PRACTICES:

Community prosperity





# RRC BEST PRACTICES:

Redevelopment Ready Sites<sup>®</sup>





# RRC BEST PRACTICES:

## Redevelopment Ready Sites®

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### TRADITIONAL WAY

Community waits for developer to propose a project.

Community input occurs after the city receives a proposal from a developer.



### RRC APPROACH

Community markets opportunities to developers.

Community seeks input to identify sites and establish vision.  
Uses/provides data.



Certification is the signal that your community is open for business



Technical assistance match funding

3rd party review



Continued technical assistance



On-going partnership



Prioritization for community development funding tools



# RRC CERTIFIED AND BEYOND

**Predevelopment  
assistance**

**General technical  
assistance funds**

**Site marketing  
assistance**

**Access to the  
Redevelopment  
Services Team**

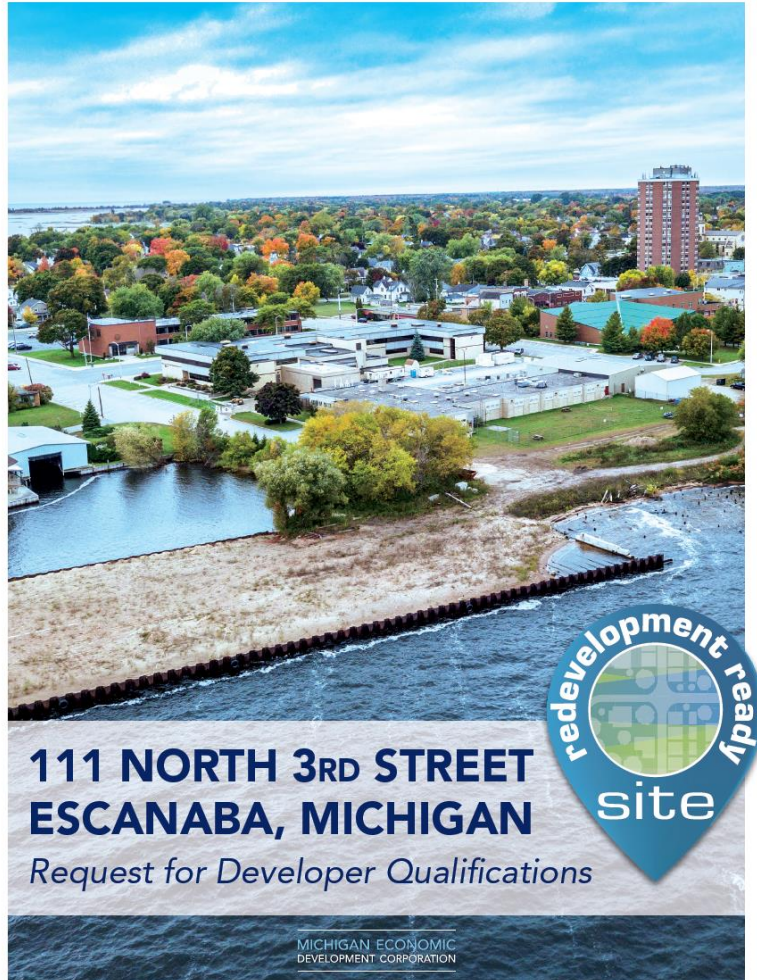
**Site  
Showcase  
events**

**Community  
promotion/social  
media**

**Conferences  
and training**

**Networking**

# Redevelopment Services Team



Created in 2018, the Redevelopment Services Team is a significant resource available ONLY to RRC CERTIFIED communities.

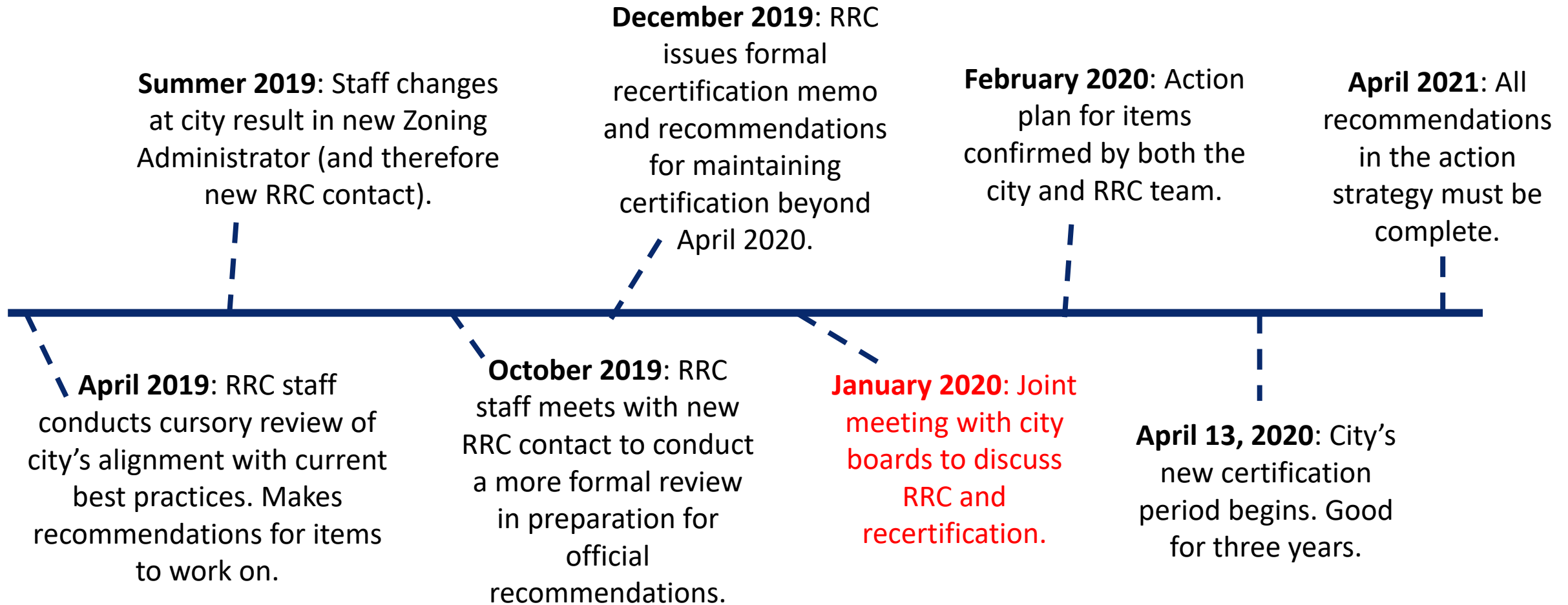
The team focuses on three key services:

1. High-quality and in-depth technical assistance
2. RRSites marketing and promotion
3. Developer relationship building and matchmaking

Escanaba has been working with the Redevelopment Services Team to redevelop the Delta County Jail building.



# Recertification Process



# Alignment with the current best practices

## Things to note:

- RRC Best Practices have changed to some degree since the city's initial certification but not substantially.
- Many the yellow areas are internal processes which were in place but as is the case with any staff transition, may have inadvertently dropped off.

Escanaba is currently aligned with 45 percent of the Redevelopment Ready Communities® criteria and is partially aligned with another 55 percent.

<i>Evaluation Snapshot: Status of RRC Best Practices in Escanaba</i>						
1.1.1	1.1.2	1.1.3 (N/A)	1.1.4	1.2.1	1.2.2	1.2.3
2.1.1	2.1.2	2.1.3	2.1.4	2.1.5	2.1.6	2.1.7
2.1.8	3.1.1	3.1.2	3.1.3	3.1.4	3.1.5	3.1.6
3.1.7	3.1.8	3.2.1	3.2.2	4.1.1	4.1.2	4.2.1
4.2.2	4.2.3	4.2.4	5.1.1	5.1.2	5.2.1	5.2.2
6.1.1	6.1.2	6.1.3	6.1.4	6.1.5	6.1.6	



# Recommendations for recertification

**TABLE 1: RECOMMENDATIONS FOR RECERTIFICATION**

Criteria	Description	Proposed action to take
1.1.1	Master Plan	Update the planning commission annual report to include a progress update on the city's efforts to achieve the master plan goals and actions.
1.1.4	Capital Improvements Plan	Extend the CIP to include six years (currently only five).
1.2	Public Participation Plan	Update the public participation plan to remove outdated references and a more active evaluation component.
2.1	Zoning Regulations	CUPPAD is currently conducting a zoning audit using RRC funding. Once that audit is complete, there may be minor updates needed to fully align.
2.1.2	Zoning: <i>Concentrated development</i>	Add provisions to support at least one type of place making such as build-to lines, ground floor transparency, outdoor dining, etc., to support efforts to maintain a vibrant atmosphere in the downtown.
2.1.6	Zoning: <i>Parking flexibility</i>	Add at least one additional tool to clearly allow for creative parking solutions when minimums may not be applicable.
2.1.7	Zoning: <i>Sustainable infrastructure</i>	RRC is continuing to assess this criterion and may have additional recommendations. Those should be confirmed by the end of December.
3.1.3	Development Review Process: <i>Conceptual meetings</i>	Clearly advertise the availability of conceptual review meetings on the website. Create a checklist or guidance document outlining how to prepare and what will be covered.

# Recommendations for recertification

<b>3.1.5</b>	Development Review Process: <i>Internal review process</i>	Document the internal review process, from application to zoning permit.
<b>3.1.6</b>	Development Review Process: <i>Prompt action</i>	Remove the required public hearing for permitted uses. This hearing is not legally required and adds cost, time, and uncertainty for projects which much legally be approved as long as they meet the zoning ordinance requirements.
<b>3.2.1</b>	Guide to Development	Develop a more detailed online guide to development as part of the new website.
<b>4.1.1</b>	Recruitment and Orientation	Develop position descriptions for development-related boards. Document the appointment process from application to orientation.
<b>4.1.2</b>	Recruitment and Orientation	Complete the city's current efforts to create a boards and commissions handbook, including orientation sections.
<b>4.2.2</b>	Recruitment and Education: <i>Strategy and tracking</i>	Create training strategies for development-related boards and commission.
<b>4.2.2</b>	Recruitment and Education: <i>Consistent reminders</i>	Add training as a standing agenda item for development-related boards.
<b>4.2.4</b>	Recruitment and Education: <i>Joint meeting</i>	Hold a joint meeting or training with council, planning commission, and DDA (others as desired) at least annually.
<b>5.1.2</b>	Economic Development Strategy: <i>Reporting</i>	Included the master plan; incorporate the annual progress update into the planning commission annual report.
<b>5.2.1</b>	Marketing and Promotion: <i>Marketing strategy</i>	Review the city's marketing strategy from 2017 and identify next steps with key partners, including a matrix of actions and responsible parties.
<b>6.1</b>	Redevelopment Ready Sites	Identify a third priority site and provide the requested information to MEDC to complete three site information sheets.

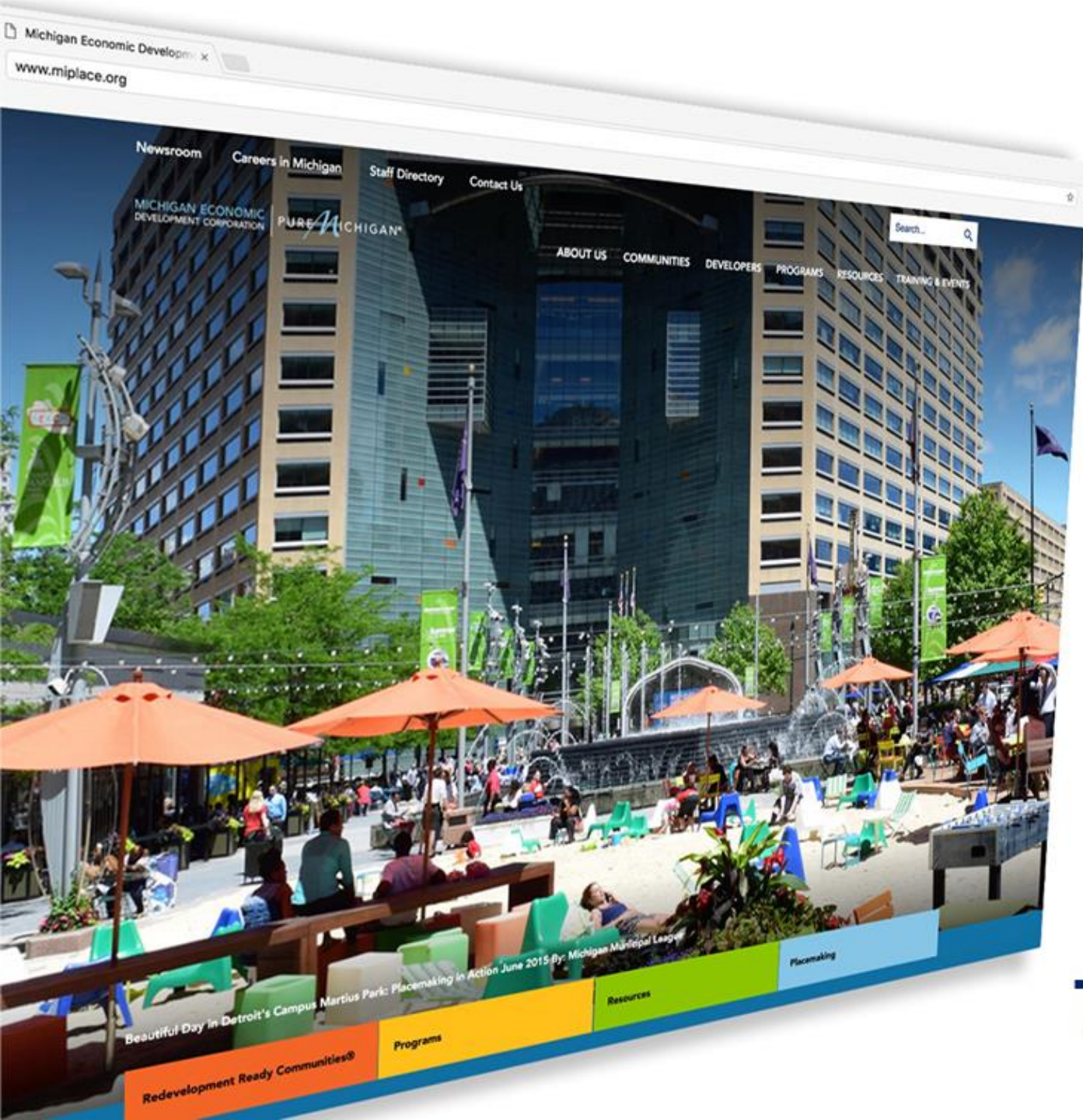


# Helpful Tool: Trello

The screenshot displays a Trello board titled "Escanaba - Certification Maintenance (R1)" with a green background. The board is organized into several columns, each representing a different stage of the certification process. The top navigation bar includes "Boards", "MEDC Community Development BC", "Team Visible", and "Invite". The right side of the board features utility tools like "Calendar", "Map", "Board Export (CSV, PDF, Image)", "Butler", and "Show Menu".

The columns and their contents are as follows:

- To Do:** A list of tasks with due dates and assignees. Tasks include updating DDA agenda, establishing annual meetings, including reports, updating participation plans, and annual reports.
- Ready for RRC Review & General Questions:** A "Helpful Hints" section with instructions on how to use the board for review and questions.
- Completed Recertification Items (RRC Planner Only):** A list of completed tasks, such as updating the fee schedule and providing documentation for training attendance.
- Annual Tasks:** A "Helpful Hints" section explaining that these tasks are annual and will be confirmed by the RRC planner.
- Best Practice Items - Status:** A list of items with status indicators (e.g., "Partially Aligned", "Fully Aligned") and progress bars. Items include Master Plan, Downtown Plan, Capital Improvement Plan, Documented Plan, Proactive Engagement Activities, and Outcomes & Evaluation.
- Priority Sites:** A "Helpful Hints" section and a list of priority sites with status indicators and progress bars. Sites include Ludington House, Ludington House #2, Masonic & Remax Buildings, and Delft Theatre.
- RRC Documents & Resources:** A "Helpful Hints" section and a list of documents and resources, including a Certification Report, MOU, RRC Handbook, and Training Records.



# RESOURCES

[www.miplace.org](http://www.miplace.org)

**LinkedIn:**

MEDDC Community  
Development

**Facebook:**

@MiPlaceNews

**Twitter:** @MiPlaceNews



# RRC Online Resource Library

The Redevelopment Ready Communities program is committed to providing ongoing support and technical assistance to our engaged and certified communities as they seek to build strong planning and development processes that are efficient, predictable and transparent. RRC has compiled a number of guides to provide step-by-step guidance for addressing many of the best practice deliverables ranging from plan reviews to packaging your priority redevelopment sites. The team has also created a handful of templates which can be customized to fit your community.

Questions on any particular document should be directed to your community's [RRC Planner](#). If you don't find what you're looking for here, we encourage you to contact your planner to talk further about your needs.

## Guides +

- [Capital Improvements Plan Guide](#)
- [Economic Development Strategy Guide](#)
- [Developer Request for Qualifications \(RFQ\) Guide](#)
- [Enabling Better Places - User' Guide to Zoning Reform](#)
- [Guide to Development Guide](#)
- [Master Plan Update Guide](#)
- [Marketing and Branding Strategy Guide](#)
- [Public Participation Strategy Guide](#)
- [Redevelopment Ready Sites Guide](#)
- [Waterfront Best Practices](#)
- [Waterfront Best Practices Toolkit](#)
- [Website Guide](#)

## Templates +

## Handbook & Self Evaluation Form +

## RRC Webinar Series +

## News & Success Stories +

## RRC Online Library

More than 150 guides, templates, examples from RRC communities, and other resources.

[www.miplace.org/rrclibrary](http://www.miplace.org/rrclibrary)



# Community Development Virtual Office Hours

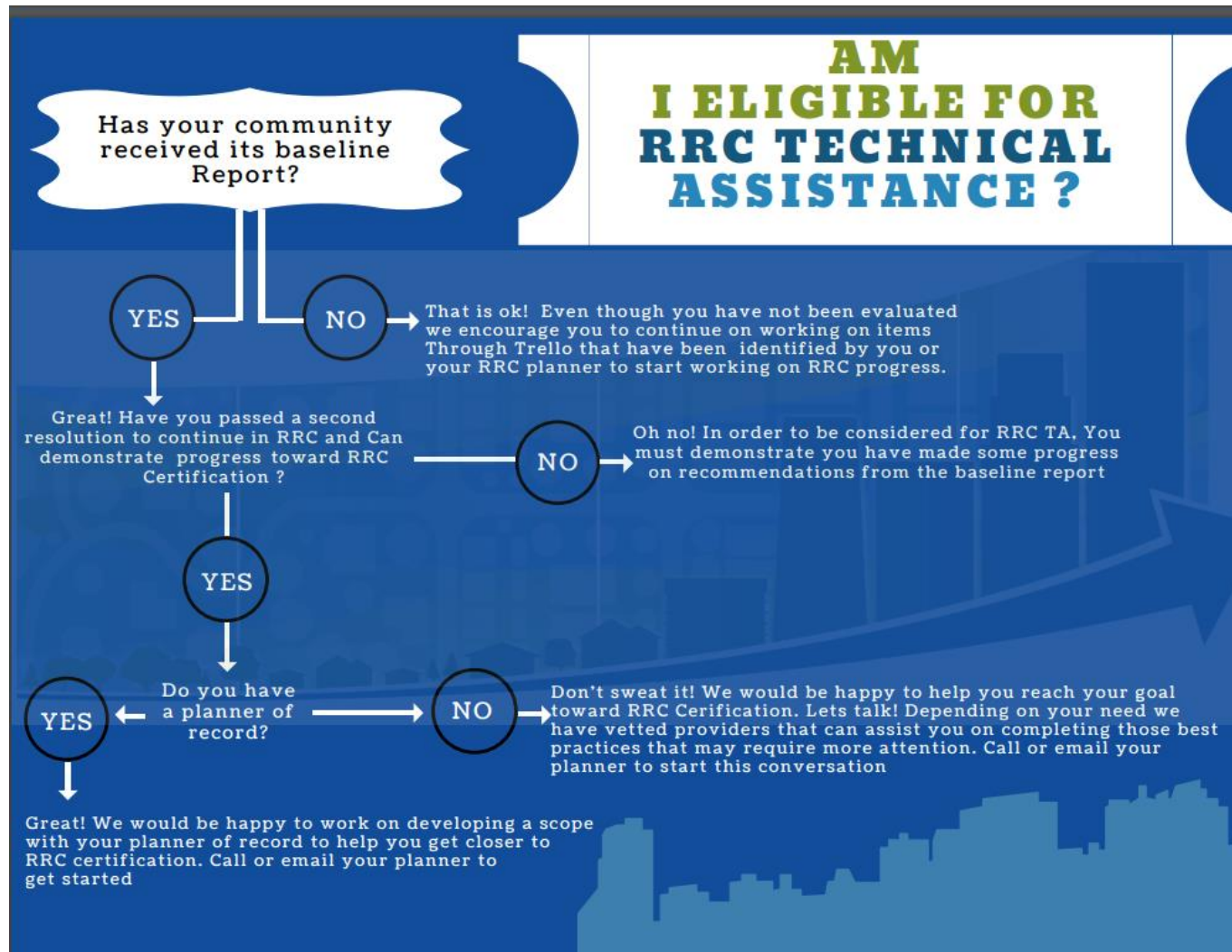
## **Community Development Virtual Office Hours**

Every other Tuesday from 9:00 -  
12:00am.

MEDC CD staff available to  
answer any CD-related  
questions from communities or  
partners.

[www.miplace.org/elearning](http://www.miplace.org/elearning)





## RRC Technical Assistance Match Funding

RRC may provide support to communities on a case-by-case basis for any project that would help it get closer to certification.

Community must be evaluated, have decided to continue with the program, and made some progress on their own.

Funding can support **up to 75%** of a project's cost.

[www.miplace.org/rrcta](http://www.miplace.org/rrcta)



## MARK YOUR CALENDARS

for the newly launched **Community Development Webinar Series** coordinated by Michigan Main Street and Redevelopment Ready Communities®. The webinar series has been developed to help provide your community with targeted resources related to any of your community development needs, whether it be fulfilling the RRC Best Practices, or successfully revitalizing and managing your community's downtown or urban neighborhood commercial district.

## WHO SHOULD ATTEND

Webinars are ideal for staff, officials (elected or appointed), and local stakeholders in communities currently engaged or certified in RRC and communities with a downtown or urban neighborhood commercial district management organization (DDA, PSD, BID/BIZ, non-profit, etc.)

## COST

Webinars are offered at **no cost**.

## REGISTER

For information about how to register, visit [www.miplace.org/elearning](http://www.miplace.org/elearning).



## 2020 DATES

- January 9** Economic Development 101 for Local Officials
- February 6** Historic Preservation 101 for Local Officials
- February 19** BID/BIZ/PSD Overview\*\*
- March 18** Top 40 Best Practices for Downtown Management
- April 2** Blight Management Approaches for Local Governments
- May 7** Stories from the Front Line: Small-scale Developer Experiences
- May 27** Downtown Business Recruitment 101
- June 4** Financing Mixed-use Development 101
- July 22** Place Management Organization Essentials\*\*
- August 26** Volunteer Recruitment and Management
- September 3** Community Development Tools: Working with External Partners
- September 16** Fund Development Strategies

*\*\* These webinars are specifically tailored to urban neighborhood commercial district management; however, the content can provide insight to broad community development initiatives.*

**CONTACT** the RRC team ([RRC@michigan.org](mailto:RRC@michigan.org)) or MMS team ([michiganmainstreet@michigan.org](mailto:michiganmainstreet@michigan.org)) with questions.

## MiPlace eLearning Webinar Series 2020

Twelve, FREE webinars available to any community.

Recordings will be available in the RRC Library.

Registration will be live within the next week.

[www.miplace.org/elearning](http://www.miplace.org/elearning)



# RRC Best Practice Training Series 2020

## WHO SHOULD ATTEND

Staff, officials (elected or appointed) and local stakeholders from currently engaged or certified RRC communities, or those considering engaging in RRC.

**WHAT:** Detailed information, examples and implementation steps for achieving a solid planning, zoning and development foundation. An opportunity to network with communities pursuing the same goals of efficiency, transparency and predictability.

**WHY:** For already engaged communities, these trainings offer an opportunity to refresh on RRC best practices or introduce the best practices to new staff and officials. For non-engaged communities, training is required prior to formal engagement.

**COST:** Trainings are being offer at no cost; however, if you sign up and cannot make it to training, please email the RRC team at [RRC@michigan.org](mailto:RRC@michigan.org) to avoid a \$50 cancellation free. A light breakfast and lunch will be included.

## REGISTER:

February 4: <https://cvent.me/yRXgw2>

March 3: <https://cvent.me/OKkgzZ>

April 9: <https://cvent.me/Xk1RrG>

May 13: <https://cvent.me/WLkP27>

September 16–17: <https://cvent.me/3ErwYP>

**NOTE:** Training for RRC Best Practices 1–6 also continues to be available online, at no cost. This offers an opportunity for currently engaged communities to encourage additional staff, officials and stakeholders to learn about and become active participants in local RRC efforts. Register for the online training at [www.miplace.org/RRctraining](http://www.miplace.org/RRctraining).

Contact the RRC team at [RRC@michigan.org](mailto:RRC@michigan.org) with questions.

## BEST PRACTICES 1, 2, 3

TUESDAY, FEBRUARY 4 LANSING  
Michigan Municipal League  
208 North Capitol Avenue, #1, Lansing

THURSDAY, APRIL 9 DETROIT  
SEMCOG  
1001 Woodward Avenue, #1400, Detroit  
Co-sponsored by SEMCOG as part of their  
"SEMCOG University" series

## BEST PRACTICES 4, 5, 6

TUESDAY, MARCH 3 LANSING  
Michigan Municipal  
208 North Capitol Avenue, #1, Lansing

WEDNESDAY, MAY 13 DETROIT  
SEMCOG  
1001 Woodward Avenue, #1400, Detroit  
Co-sponsored by SEMCOG as part of their  
"SEMCOG University" series

## BEST PRACTICES 1–6

WED/THURS, SEPT. 16–17 ST. IGNACE  
St. Ignace Library  
110 West Spruce Street, St. Ignace

## GENERAL SCHEDULE

### BEST PRACTICES 1, 2, 3

8:30 a.m.–9 a.m.	Registration
9 a.m.–11:30 a.m.	Best Practice 1
11:30 a.m.–12:30 p.m.	Lunch
12:30 p.m.–4 p.m.	Best Practice 2 and 3

### BEST PRACTICES 4, 5, 6

8:30 a.m.–9 a.m.	Registration
9 a.m.–11 a.m.	Best Practice 4
11 a.m.–12:30 p.m.	Best Practice 5
12:30 p.m.–1 p.m.	Lunch
1 p.m.–4 p.m.	Best Practice 6

## RRC Best Practice Training Series 2020

Free training series for any  
interested community.

Available in-person and online.

Online system is undergoing  
improvements that should be  
live in Spring 2020.

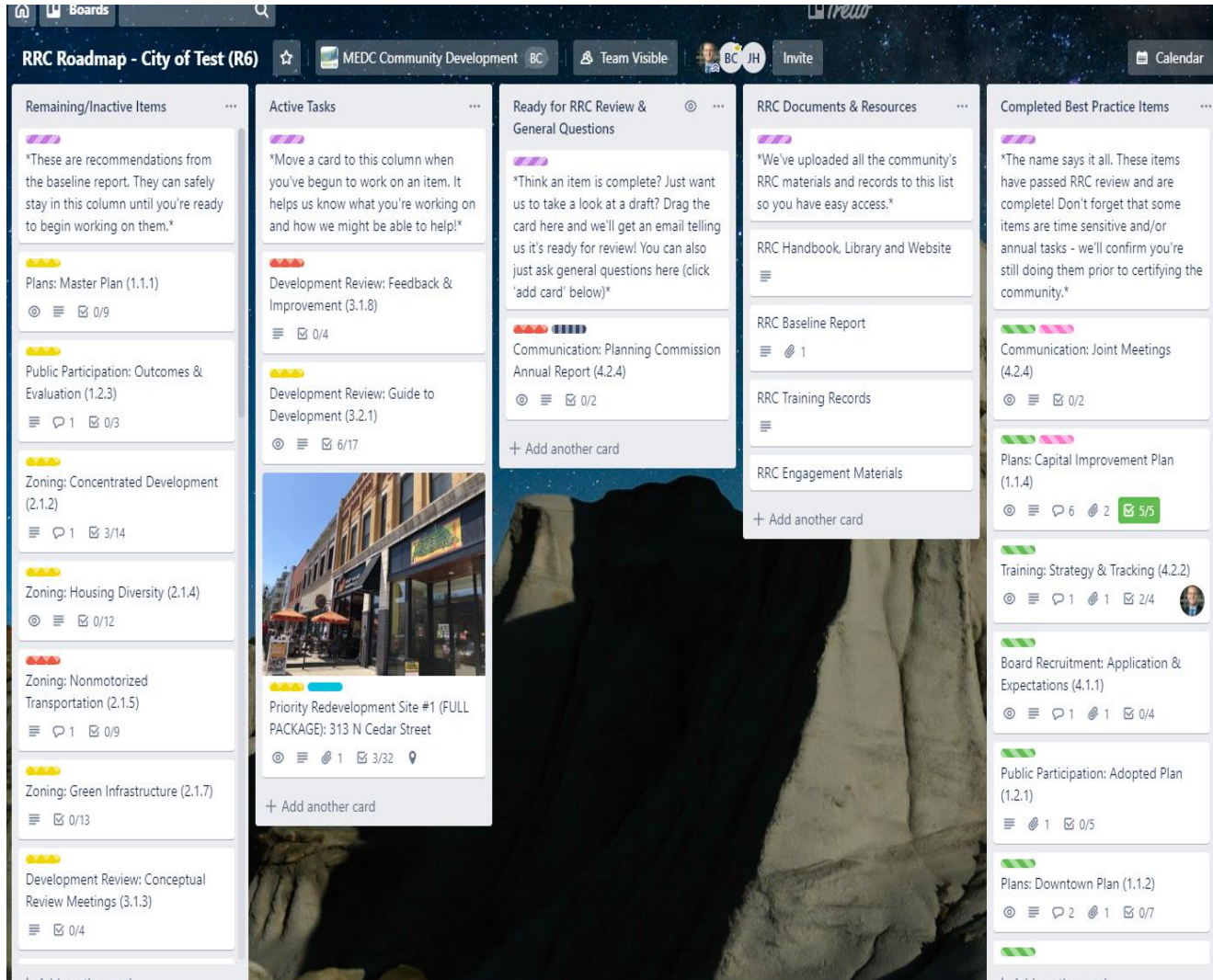
[www.miplace.org/events](http://www.miplace.org/events)  
[www.miplace.org/rrctraining](http://www.miplace.org/rrctraining)



## RRC Regional Workshops 2020

Looking at potentially two in  
the UP for 2020. May and  
August. Dates and topics TBD.





## Trello

New, easier to manage online system to help communities actively track their status.

Increases collaboration, transparency and efficiency of the program.

All communities are expected to have at least initial access to the system by the end of the year.

# Next Steps

1. Decide whether the city would like to maintain certification
2. Establish an action strategy for meeting the recertification recommendations
3. Complete most recommendations by April 12, 2020. (others may go past that date as agreed upon by city and RRC team)



# Upcoming Events/Training

## VIRTUAL OFFICE HOURS

### Virtual Office Hours

Every other Tuesday (see [www.miplace.org/events](http://www.miplace.org/events)) for details – bottom of the page) | FREE  
MEDC Community Development staff will be available to answer questions, talk through potential projects at a high level, or just hear what's on your mind related to community development.

## MIPLACE WEBINAR SERIES

### MiPlace eLearning Webinar Series

Next session: February 6 @ 10:00am – Historic Preservation 101 | FREE | [REGISTER](#)  
Historic preservation can be an economic engine for communities, creating a sense of place that makes a community truly unique for residents, businesses and visitors. Join staff from MEDC – including the State Historic Preservation Office – to learn the basics of historic preservation and what you should know as a local elected official. See the full list for 2020 at [www.miplace.org/elearning](http://www.miplace.org/elearning).

## RRC BEST PRACTICES (IN PERSON)

### RRC Best Practices 1/2/3 – Downtown Lansing

Tuesday, February 4<sup>th</sup> | 9:00am – 4:00pm | FREE | [REGISTER](#)  
Join RRC staff and outside presenters to learn more about RRC Best Practices 1/2/3. Light breakfast and full lunch provided. Great for new officials, staff, consultants or anyone looking for a refresh. See additional training sessions at [www.miplace.org/events](http://www.miplace.org/events).



**Christopher Germain, AICP**

Michigan Economic Development Corporation  
Senior RRC Planner, Regions 1/6/Detroit

[germainc2@michigan.org](mailto:germainc2@michigan.org)

517-599-5450