MAYOR Michael C. Taylor

COUNCIL MEMBERS

Doug Skrzyniarz, Mayor Pro Tem Deanna Koski Joseph V. Romano Maria G. Schmidt Nate Shannon Barbara A. Ziarko

CITY OF STERLING HEIGHTS

AGENDA FOR SPECIAL CITY COUNCIL MEETING

TUESDAY, JANUARY 27, 2015

7:00 P.M.

LOCATION: CITY COUNCIL CHAMBERS, CITY HALL, 40555 UTICA ROAD, PHONE (586) 446-CITY (MINUTES OF COUNCIL MEETINGS ARE FILED IN THE CITY CLERK'S OFFICE)

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE TO THE FLAG AND INVOCATION

ROLL CALL

APPROVAL OF AGENDA

REPORT FROM CITY MANAGER

STRATEGIC PLAN DISCUSSION ITEMS

- 1. Staff Presentations
 - A. Introduction to Visioning and Place Making
 - B. Vision 2030
 - C. Place Making
 - D. Action Plans required to implement Vision 2030
- 2. Resident Comments
- 3. Mayor and City Council Comments

COMMUNICATIONS FROM CITIZENS

In accordance with the Sterling Heights Governing Body Rules of Procedure, under this agenda item, citizens are permitted to address the City Council on issues not on the agenda. Citizens are afforded a reasonable opportunity to be

Special Meeting of City Council Tuesday, January 27, 2015 Page 2

heard. Generally, no response shall be made to any communication from a citizen until all citizens have been permitted to speak.

You may be called to order by the Chair or a Council member if you:

- Attempt to engage the Council or any member in debate
- Fail to address the Council on matters germane to City business
- Use vulgarity
- Make personal attacks on persons or institutions
- Disrupt the public meeting

If you are called to order, you will be required to take your seat until the Council determines whether you will be permitted to continue.

These rules are in place and will be followed to ensure order and civility.

CLOSED SESSION PERMITTED UNDER ACT 267 OF 1976 - (roll call vote required)

<u>ADJOURN</u>

Clerk of the Council

The City of Sterling Heights will provide necessary reasonable auxiliary aids and services to individuals with disabilities at the meeting upon 7 days notice to the Community Relations Department at 446-CITY.

The backup information for this agenda is available on the City's website. Go to www.sterling-heights.net and click on City Council e-Packets.



LIVE ... WORK ... PLAY



Welcome to
STERLING HEIGHTS

Sterling Vision

A Managerial and Strategic Planning Presentation January 27, 2015



2015 Strategic Planning Session Tuesday, January 27, 2015 7:00 pm - Council Chambers

- I. Introduction
 - A. Sterling Heights A Bold Vision for the Future!
- II. Vision 2030
 - A. Review Vision Statement and Guiding Principles a refresher,
 - T. Turgeon, Library Director
 - B. A New Look, Linda and Bill Kleist, Identity Creative
- III. Place Making Overview and Relation to Vision 2030, M. Vanderpool, City Manager
 - A. Statewide Place Making and why it is important, MML Executive Director Dan Gilmartin
 - B. Place Making In Sterling Heights
 - ✓ Farmers Market, K. Langlois, Parks & Rec. Manager
 - ✓ Disc Golf, K. Langlois, Parks & Rec. Manager
 - ✓ Dog Park, K. Langlois, Parks & Rec. Manager
 - ✓ North Van Dyke River District / Clinton River Development / Showcase Trail Update, D. Gerstenberg, City Development Director
 - ✓ City Center Parking Lot Improvements, S. Conigliaro, Public Works Director
 - ✓ Dodge Park Road & Van Dyke Improvements, S. Conigliaro, Public Works Director
- IV. Action Plans required to Implement Vision 2030
 - A. Long Range Planning Update, M. Vanderpool, City Manager
 - ✓ Master Plan
 - ✓ Parks and Recreation Plan
 - ✓ Non-Motorized Transportation Plan
- V. Council Feedback

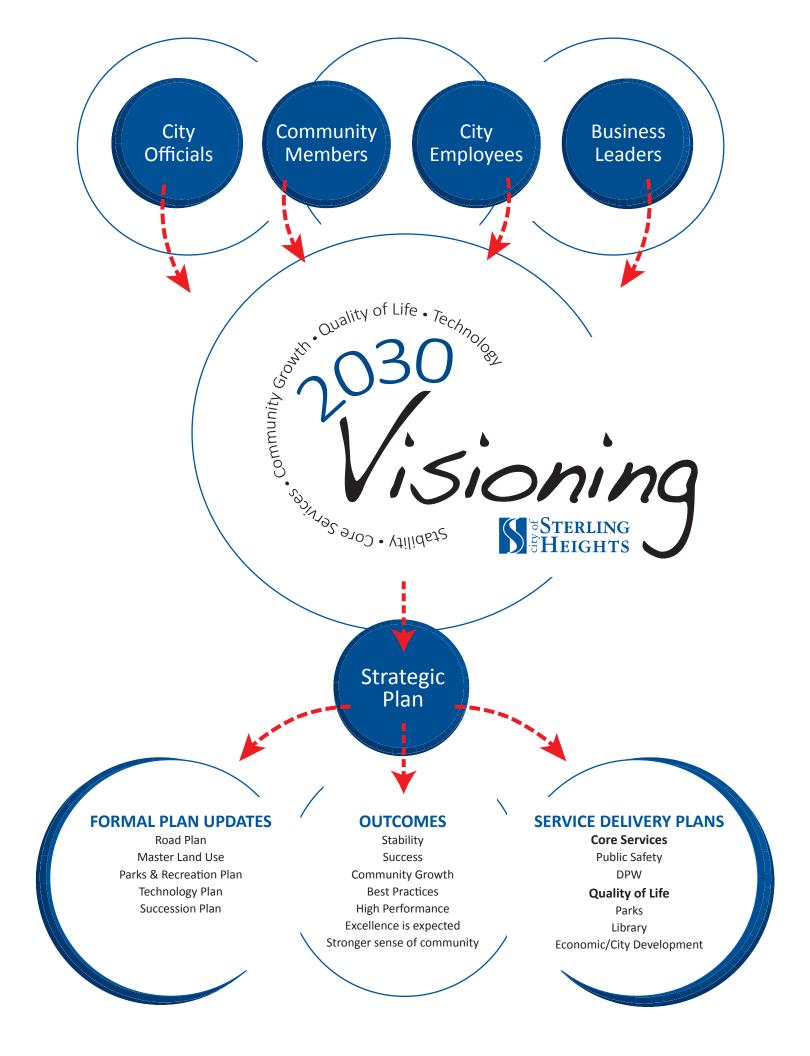


Vision Statement

A vibrant, inclusive community for residents and businesses that is safe, active, progressive and distinctive. Sterling Heights – a bold vision for an exceptional quality of life.

Guiding Principles

- Safe, well maintained and desirable neighborhoods enhanced by great schools
- Plentiful leisure and recreation opportunities featuring fully utilized parks
- · Abundant pathways for biking and walking
- Focal points that are both public and private to serve as destinations for residents and visitors
- Well maintained and aesthetically pleasing roads and green spaces
- · Successful, vibrant and attractive commercial centers with unique offerings
- Destination for high-tech and emerging industries and entrepreneurs





Company & Owner Bio - Sterling Heights Branding Initiative 1-2015

Bill and Linda Kleist founded Identity Creative in 1993, specializing in creating remarkable brands. Together with their creative team, they are building brands in Macomb and Oakland County, through company & product naming, brand workshops, key message development, brand identity design, creative campaigns and fully aligned design implementation into print and web.

Bill graduated in '83 from MSU with two B.A.s — Graphic Design and Advertising. Bill's award winning designs and experience ranges from retail and manufacturing, to professional practices and pro-bono work for churches and non-profit organizations. Bill also serves as an adjunct professor of Graphic Design at Lawrence Technological University in Southfield, Michigan.

Linda has a B.A. ('83) Human Resources and Fine Art from Grand Valley State University in Grand Rapids, Michigan. Her focus is new business development and assisting in the creative and marketing process for clients.

The Remarkable Advantage, in the blink of an eye.



Your Remarkable Advantage





Dan Gilmartin

Dan Gilmartin is the executive director & CEO of the Michigan Municipal League. Through his work with communities, Dan is recognized as a national leader in the fields of urban revitalization, placemaking, local government reform, and transportation policy. Dan serves as a member of the Michigan Future, Inc. Leadership Council and on the Placemaking Leadership Council, in addition to his recent service as a member of the board of directors of the National League of Cities. In 2010, he added radio talk show host to his resume as host of The Prosperity Agenda on News/Talk 760 WJR, which is Michigan's highest-rated talk station and can be heard throughout the Midwest and Canada. Dan is a frequent blogger and a contributing author to the books The Economics of Place: The Value of Building Communities. He is a frequent speaker on matters pertaining to cities and villages, and in 2012, Dan was selected as the Strategic Association Leader of the Year by the Michigan Society of Association Executives.

Sterling Heights Strategic Planning Session

Sterling Heights January 27, 2015

Dan Gilmartin, CEO & Executive Director
Michigan Municipal League

















































The Economics of Place:

The Value of Building Communities Around People













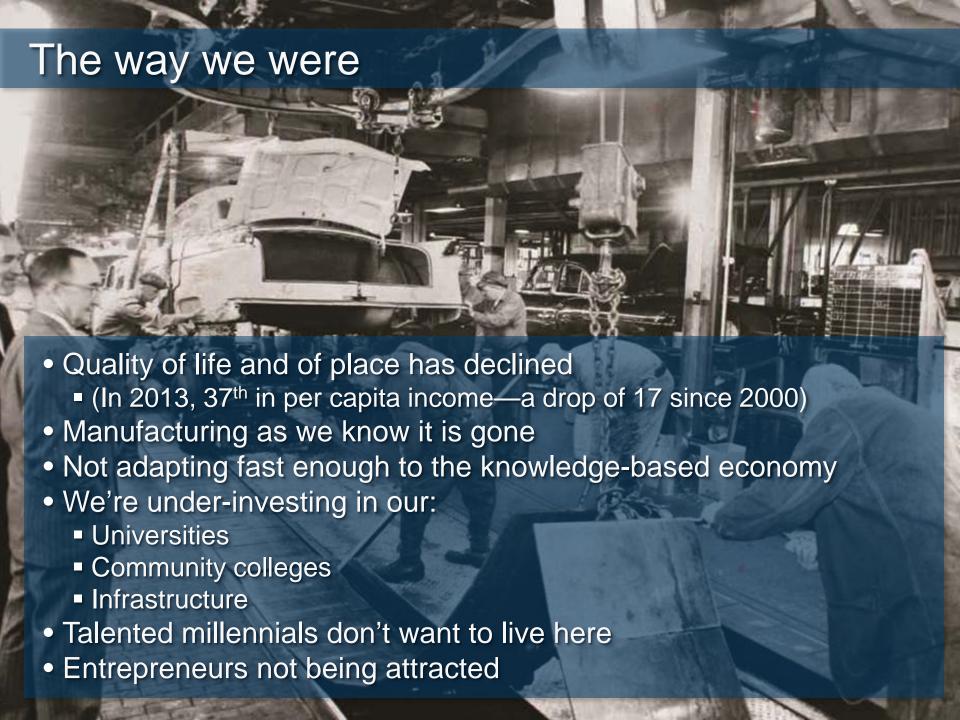




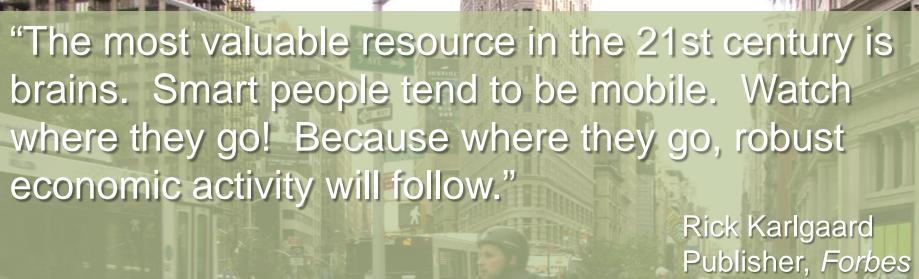




Edited by Colleen Layton, Tawny Pruitt & Kim Cekola









"Nearly 90% of the 45+ population indicated they would like to stay in their community for as long as possible and that it is important for them to remain near their family and friends, and be able to access the services they need." - AARP 2011



Culture Front & Center Zero Emission Public Transit

Open Source Government

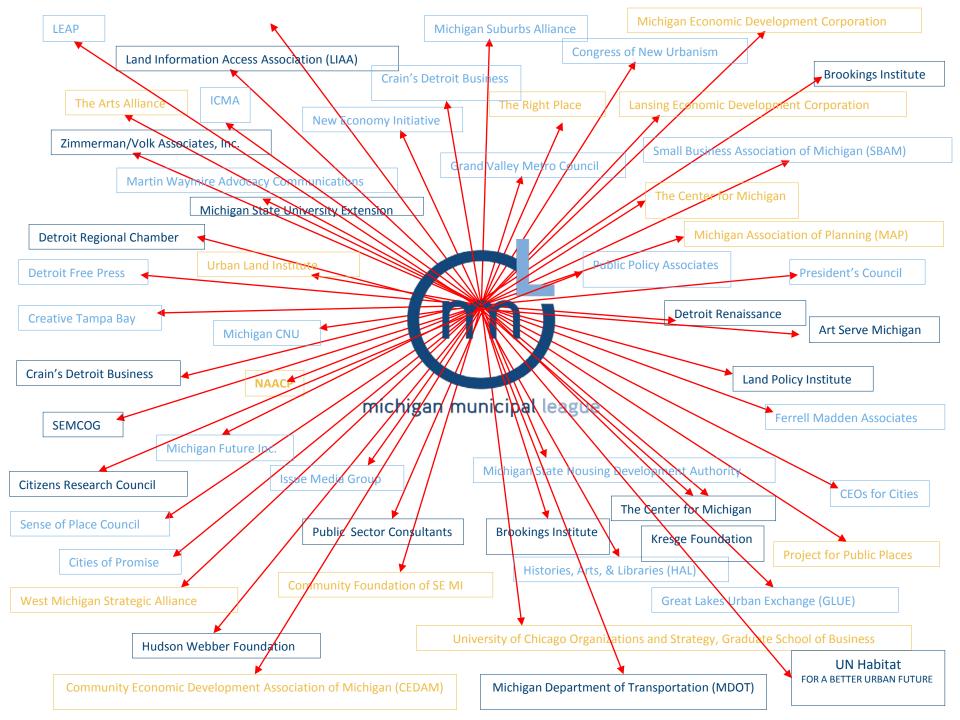
Farm Fresh Food Venture-Capital Mind Set

Renaissance Neighborhoods

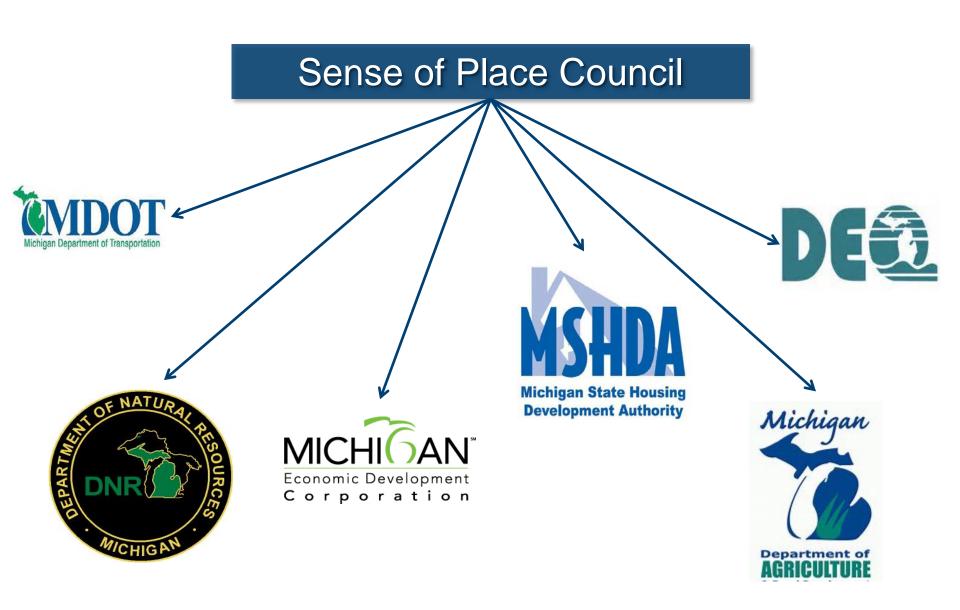
Incentivized Teachers Car Sharing Smart Energy



Creating 21st Century Communities



In partnership with state agencies

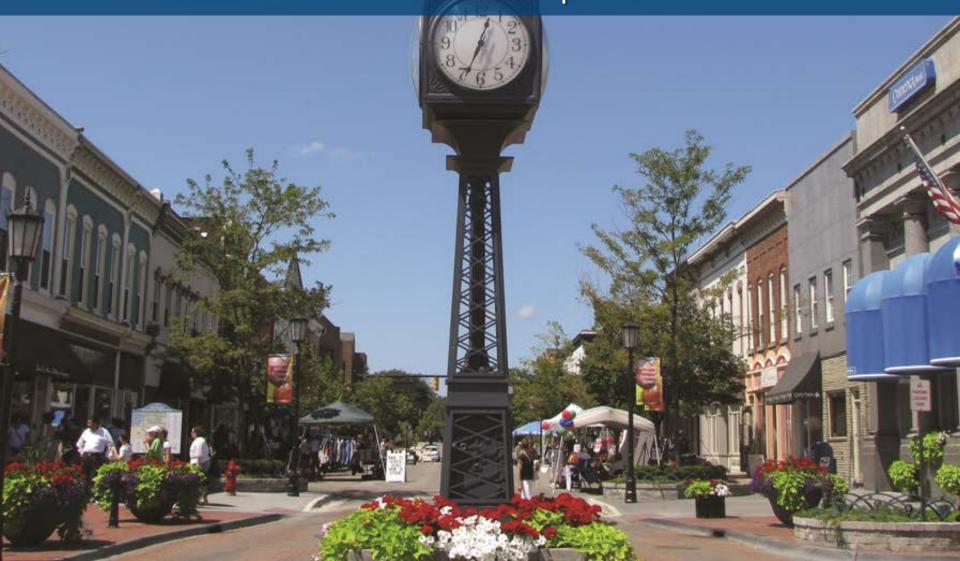




"Expecting early 19th century or even mid-20th century governance structures to handle the challenges of the early 21st century is not realistic." - Chris Leinberger, President, LOCUS



Thriving communities are a key to Michigan's long-term success and sustainability. If we are going to compete globally in the 21st century, then it is critical to create communities that can attract and retain talent and enterprise.







michigan municipal league Better Communities. Better Michigan.

Dan Gilmartin

CEO & Executive Director Michigan Municipal League

E-mail: dpg@mml.org Twitter: @dpgilmartin

Blog: www.economicsofplace.com

Facebook: www.facebook.com/MMLeague



Quality of Life Improvements

Through

Place Making



Farmer's Market











City of Sterling Heights Parks and Recreation

Creating Community through People, Parks, and Programs

DODGE PARK FARMERS MARKET

Thursday Evenings (3:00 – 8:00 pm) June 4, 2015 – October 29, 2015



Background Information



The Dodge Park Farmers Market has been an initiative of the Parks and Recreation Department over the past couple of years. With the last budget adoption, it has slowly turned from a novel concept to a stark reality in just six months! By creating this venue and community gathering opportunity, we will be joining a select group of Macomb County municipalities that host similar markets; which currently consists of Armada, Eastpointe, Mount Clemens, New Baltimore, Shelby Township, and Warren. A program of this nature, is exactly what place making is all about. A farmers market enhances the social fabric of the community by being a conduit for people of all ages to gather. A centrally located market is an amenity that may encourage people to move into our city, but also may be the amenity that encourages people to better age in place, and stay in their homes for as long as possible. It solidifies a city facility (Dodge Park), as a "second place" for residents to go. "Second Place" is the idea of where people go to spend time when they are not at their home, which is considered their first place.

As you saw on the cover, this new community venue is scheduled to open on June 4, 2015 and will run until October 29, 2015. After a great amount of research and the questioning of experts entrenched in the Farmers Market circle, we have identified that the Sterling Heights market will take place on Thursday evenings for a number of reasons as stated below:

- There are many established markets that already take place on Saturdays and Sundays. Instead of trying to compete for the same farmers and vendors, we will give them an additional opportunity to sell their products. It may be asking a lot to force vendors to choose between an established market and a start up market, so we have removed the need for that difficult decision making.
- A start-up market needs awareness and an audience to gain momentum. What
 better way to promote this event than having it in conjunction with the annual
 Music in the Park concert series. The first seven weeks of the market will have
 access to crowds averaging 800-1,000 people.

3. With the hours of 3-8 pm, this market will be accessible to many different demographic groups within the city. The 3 pm start is desirable for stay-at-home adults to shop early with enough time to get home and prepare dinner, while also avoiding rush hour. The time span is also perfect for city employees and other residents/workers that get out of work at 5 pm. We have all had to stop at the grocery store after work to pick something up on our way home, and this will be a convenient place to make that stop. Additionally, the evening crowd that floods Dodge Park on a nightly basis during the months of operation will have just one more reason to frequent this park.

The designated area in Dodge Park for the market is similar to that of the Suds and Sounds Tent during Sterlingfest. Please see the attached image (appendix) of the parking lot for more specific determination. As with logistics for any event, this location does have positives and negatives. Positive features include the ability to easily section off the designated area, access to restrooms, access to dumpsters, access to utilities (water and electricity), accessibility for senior citizens and persons with disabilities, and proximity to the play structure and green space. Negative features include the lack of ability to stake down vendor tents, and the elimination of fifty-one parking spaces for our evening concerts. Until we are prepared as a city to commit to a more formal and permanent arrangement, the shortcomings of this location will be just a small blip on the radar screen, and pale in comparison to the positive attributes of the space.



About the Dodge Park Farmers Market

The Dodge Park Farmers Market will be implemented and operated around four key principals:

- 1. To bring people together in a community activity
- 2. To strengthen and support local farmers/producers/artisans
- 3. To support local entrepreneurs and small business
- 4. To encourage healthy lifestyles

In calendar year 2015, it is our department's goal to attract 20-25 vendors each week (including two food trucks weekly), all of which will be chosen based on the core principals from above. Of the total number, 80% of the vendors will be selling consumable goods, which includes items such as fruit, flowers, meat, dairy, etc. A listing of products available by month can be found in the appendix of this document. In regards to the consumable goods, part of what will make this market a unique venture, is that we will be fully equipped to accept Electronic Benefit Transfers (EBT). Many competing markets do not utilize this service due the amount of paperwork associated with the transactions, but this is a service that we feel should not be passed on. The remaining 20% will offer products such as arts, crafts, pottery and the like. Available products will likely vary by the week, and by the month, depending on the commitment of vendors and in season products. It will remain the goal of the department to include vendors that offer the widest array of products to our diverse community. In addition to the sale of goods, the department will be coordinating monthly special events within the market to draw more attendance to the venue. During the first seven weeks of the market, the department will host outdoor concerts as is done on an annual basis. As we continue to grow the farmers market and our budget, we will look to expand our concert series throughout the months of August as well, combining the two events (Music in the Park and Dodge Park Farmers Market) into a weekly destination point for residents and friends from surrounding communities throughout the summer. Other special events may include pet parades, live cooking demonstrations, wine and craft beer tasting, sunflower growing contests, pumpkin growing contests, chili cook-offs, and trick or treating opportunities.

In order to assist the Parks and Recreation Department with recruiting and maintaining vendors to offer the products that are needed to sustain a local market, we have entered into a contractual agreement with a qualified and knowledgeable Market Master. Ms. Jean Smith (resume in appendix), has been instrumental in providing us information and guidance through the fact finding and program coordination process, and was the most logical person to help us navigate through the first year of this new program . Ms. Smith has held or is currently holding

similar positions in Farmington and Pontiac, is a farmer herself, and has essential ties that will benefit the city in recruiting vendors. To date, she has been instrumental in gaining verbal commitments from twenty-six vendors that are interested in obtaining selling space in Dodge Park, and that is before we were even ready to officially call this program a reality! The position is a year round contractual position that is paid monthly, and will be evaluated on an annual basis to gauge effectiveness. The main functions of this position include:

- Assisting with recruiting and maintaining vendors for the market
- Assisting with updating the vendor application (see appendix) as needed
- Assisting with the development of marketing materials
- Assisting with EBT paperwork
- Assisting with the market's scheduling for the following year
- Expanding the vendor database
- Acting as a departmental liaison to vendors (on-site and in the off season)
- Assisting with the market's weekly implementation and monthly special events.

It was our goal to retain the services of a Market Master by November 1, 2014 in order to be on target for a June 2015 opening. Our contractual agreement was signed on October 30, 2014, and her work has begun. From there our timeline in order to be prepared for opening on June 4, 2015 is as follows:

- Vendor applications available online and distributed by December 31, 2014
- Operational budget requests submitted by January 16, 2015
- Special events calendar finalized by March 1, 2015
- Marketing Materials finalized by April 18, 2015
- Part-time staff secured/scheduled by May 1, 2015.







Market Financials (Budget)

A request is being submitted via service improvement form with the department's annual budget request. A breakdown of that request is as follows:

- Part Time Staff (705000)- \$2,650 (2 staff, 7 hours per day, 21 days)
- Supplies (761000)- \$2,400 (Event banners, promotional items, craft projects, misc. supplies)
- Market Master (826000)- \$9,000 (\$750 per month)
- Publishing (902000)- \$5,600 (Monthly newspaper advertisements for local papers)
- Printing (903000)- \$400 (Market brochures/flyers, etc.)
- Rental (945000)- \$3,000 (Children's attractions for Special Events)
- Memberships and Dues (957000)- \$150 (Michigan Farmers Market Association)
- Education and Training (959000)- \$300 (Michigan Farmers Market Association Conference)

Total Budgetary Expenses: \$23,500

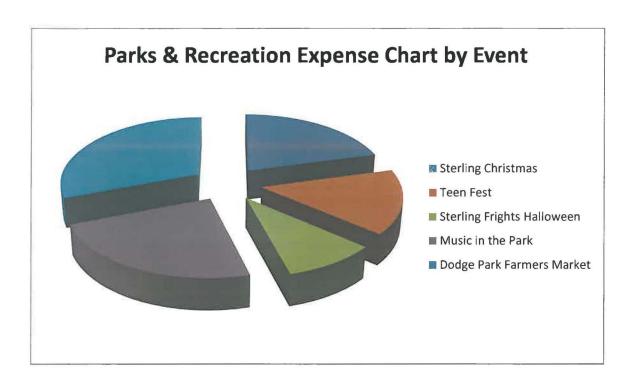
- Anticipated Vendor Revenue: \$8,745 (11 vendors x \$375 + 11 vendors at \$20 per day/21 dates)
- Sponsorship Revenue: \$5,000

Total Anticipated Revenue: \$13,745

If approved as proposed, the Dodge Park Farmers Market would become the City's longest lasting "Special Event" annually, and would be the largest budgeted "Special Event" fully offered through the Parks and Recreation Department (see chart below).







With a general fund subsidy of less than \$10,000, we can create this new public venue/event to serve thousands of people over a five month period of time.

Since the market will begin in the current fiscal year where funds are not allocated, a budget amendment will be required to proceed with the planning and implementation. Imperative to the progress is the conversion of Troy Nowotny to full time status for the last two months of the fiscal year. The position has been slated to become full time in the 2015/2016 budget, so this would not need to be addressed again provided the budget is approved as presented. Not all other expenses will hit the current fiscal year either, so I have outlined what will be necessary:

Recreation Supervisor Conversion to FT (Nowotny)- \$6,840

Part Time Staff- \$530

Supplies-\$2,400

Market Master- \$6,000

Publishing-\$2,000

Printing-\$400

Memberships- \$75 (We received a rate discount for being a start up market)

Education-\$300

Total budgetary adjustment required for fiscal year 2014/2015: \$18,545 Anticipated new revenue for fiscal year 2014/2015: \$10,005

Final Remarks

In closing, the Dodge Park Farmers Market is the perfect opportunity to continue rebuilding quality of life services in the City of Sterling Heights. Investing the funds will make a strong declaration that quality of life services are imperative for the viability and sustainability of the City moving forward. In addition, a project of this nature is aligned with two of the guiding principles from the City's recently adopted Vision Statement:

- Plentiful leisure and recreational opportunities featuring fully utilized parks
- Focal points that are both public and private to serve as destinations for residents and visitors

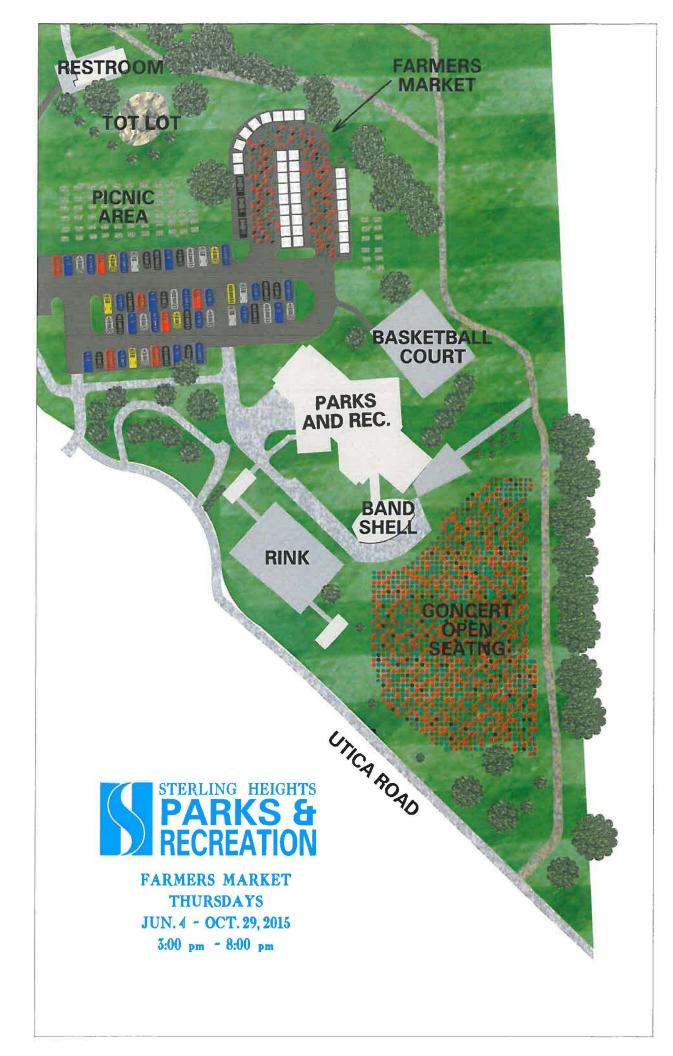
Your Parks and Recreation Department is committed to making this event and venue an integral part of the community for years to come, and making the Dodge Park Farmers Market a pride point for the entire City of Sterling Heights. It is programs like this that will continue to make Sterling Heights a great place to live, work, and play!



Appendix

Table of Contents:

- I. Farmer's Market Diagram
- II. Fresh Produce Availability (by month)
- III. Market Master Resume
- IV. Vendor Application
- V. Marketing Plan



What fresh products can be found at the Dodge Park Farmers Market each month?

June: Arugula, Asparagus, Beets, Broccoli, Cabbage, Carrots, Chard, Cherries, Cilantro, Corn (Mid June), Garlic Scapes/Green Garlic, Green Onions, Greens (various), Herbs (various), Kale, Lettuce, Mushrooms (cultivated), Mushrooms (Wild), Parsley, Peas, Peppers (Sweet), Radishes, Raspberries, Rhubarb, Scallions, Spinach, Strawberries.

July: Apples, Arugula, Basil, Beets, Blackberries, Blueberries, Broccoli, Cabbage, Carrots, Chard, Cherries, Cilantro, Corn, Cucumbers, Eggplant, Green Beans, Green Onions, Greens (various), Herbs (various), Kale, Lettuce, Melons, Mushrooms (Cultivated), Mushrooms (wild), Parsley, Peaches, Peas, Peppers (Sweet), Plums and Pluots, Potatoes, Radishes, Raspberries, Scallions, Spinach, Squash, Strawberries, Tomatoes, Zucchini, Zucchini Blossoms.

August: Apples, Arugula, Basil, Beets, Blackberries, Blueberries, Broccoli, Brussels Sprouts, Cabbage, Cantaloupes, Carrots, Cauliflower, Celeriac/Celery Root, Celery, Chard, Cilantro, Corn (through mid august), Cucumbers, Eggplant, Garlic, Grapes, Green Beans, Green Onions, Greens (various), Herbs (various), Kale, Kohlrabi, Leeks, Lettuce, Melons, Mushrooms (cultivated), Mushrooms (wild), Parley, Peaches, Pears, Peas, Peppers (Sweet), Plums/Pluots, Potatoes, Radishes, Raspberries, Scallions, Spinach, Squash, Tomatoes, Turnips, Watermelons, Zucchini, Zucchini Blossoms.

September: Apples, Arugula, Basil, Beets, Broccoli, Brussels sprouts, Cabbage, Cantaloupe, Carrots, Cauliflower, Celeriac/celery root, Celery, Chard, Cilantro, Cucumbers, Eggplant, Garlic, Grapes, Green beans, Green Onions, Greens (various), Herbs (various), Kale, Kohlrabi, Leeks, Lettuce, Melons, Mushrooms (cultivated), Mushrooms (wild), Onions, Parsley, Peppers (sweet), Potatoes, Pumpkins, Radishes, Shelling Beans, Scallions, Spinach, Squash, Tomatoes, Turnips, Watermelons, Zucchini.

October: Applies, Beets, Broccoli, Brussels Sprouts, Cabbage, Carrots, Cauliflower, Celeriac/Celery Root, Celery, Cilantro, Cucumber (Mid-October), Eggplant (Mid-October), Garlic, Greens (various), Herbs (various), Kale, Kohlrabi, Leeks, Lettuce, Mushrooms (cultivated), Mushrooms (wild), Onions, Parsnips, Pears, Persimmons, Pumpkins, Radishes, Shelling Beans, Spinach, Squash (summer), Squash (winter), Tomatoes, Turnips, Zucchini.

City of Sterling Heights Dodge Park Farmers Market

Vendor Contract and Application 2015 Market Season

Located in Dodge Park, 40620 Utica Road, Sterling Heights

Business Name:				-
Applicant Name:				-
Mailing Address:				-
City:	State:	Zip:	County:	
Phone (Business):	Home:		Cell:	
Fax:Othe	r:			
Email:	Web Site:			
Designated On Site Contact:	On Site	Contact Pho	ne <u>:</u>	
Do you participate in any other market Vehicle(s): Make: Mod	el:	License Pl	ate Number:	
MARKET CATEGORIES: Please check all	that apply:			
Produce - Fruits & Vegetables				
Food Items- Includes baked goo tems must have the appropriate licens			s, sauces, cheeses, and cider.	These
Other- Please describe.				

PRODUCT LIST- Please provide a complete list using a separate sheet of paper.

<u>SET UP</u>- Please provide a brief description of your booth arrangement and size requirements below to help in assigning spaces. Describe table set ups, etc. Artisan's & Crafters that have not participated in DPFM in previous years must submit photo's of work and set up at other markets or craft shows to be considered. This does not guarantee you will receive exactly what you would like, but will aid us in best meeting the market and vendor needs.

Do you require electricity? Yes	NO	Please describe electric needs and devices used.	

<u>Full Season</u>: Total of 21 weeks- Thursdays, June 4 - October 29, 2015. Market hours are 3-8 pm weekly.

FEES: Circle Only One.

Outdoor Space 10' X 10' \$375 (saves \$45 by reserving the whole season up front)

Outdoor space with electricity \$450 for season

<u>Daily Vendor:</u> Per Thursday- \$20/Outdoor Space 10' X 10' (\$5 added for electricity).

Circle dates of attendance you would like to attend: Circling dates does not guarantee your acceptance on those days;

June	4	11	18	25	
July	2	9	16	30	
August	6	13	20	27	
September	3	10	17	24	
October	1	8	15	22	

A MINIMUM OF 3 DAYS PREPAY IS REQUIRED BY ALL VENDORS AND MUST ACCOMPANY APPLICATION FORM

A 'NO SHOW' OR CANCELATION OF LESS THAN 48 HOURS WILL BE CHARGED THE \$20 STALL SPACE FEE. NO EXCEPTIONS WILL BE MADE.

29

LICENSES, PERMITS, & CERTIFICATIONS;

Vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products, and for acquiring the necessary permits and licenses. Vendors are required to provide the City of Sterling Heights with copies of all relevant licenses, certifications and permits prior to participation in market.

Location and hours of Operation:

We will meet at Dodge Park located at 40620 Utica Road, Sterling Heights, MI 48313.

Statement of Purpose:

The Dodge Park Farmers Market (DPFM or the Market) has been created to establish a seasonal market for the City of Sterling Heights and surrounding communities.

- To bring people together in a community activity
- To strengthen and support local farmers/producers
- To support local entrepreneurs and small businesses
- To encourage healthy eating habits

Who Can Sell?:

All sellers must be directly involved with the production of their product. Buying and selling of wholesale items is not permitted. Used items are not permitted to be sold at the market; this is not a flea market.

Carrying:

Carrying is defined as bringing to market and selling goods that were produced by someone other than the registered vendor. Carrying is permitted for this reason: to allow growers the freedom to send a family member, friend, or employee to sell their goods or another's goods. This allows a small grower to sign up for multiple markets within the same growing season. No wholesale or resale of goods obtained from other areas is permitted. Vendors who are carrying must submit contact information (addresses, phone numbers, etc.) for the growers of goods they are carrying to the market management team for verification and approval. A maximum of 50% of goods being sold may be from a producer other than the registered vendor on each market day.

What Can Be Sold:

Raw agricultural products: fruits, vegetables, grains, spice.

- ♦Value Added Agricultural Products: admitted only with approval. They include raw agricultural products grown by the seller that have been processed: meat, poultry, cheese, dairy, eggs, baked goods, soaps, beeswax, juice, cider, honey, syrup, vinegar, jams, pastas, oils, chocolates, and sauces.
- ♦Non Food Items: i.e. Pottery, garden related items, sculptures, and birdfeeders produced by the vendor. Pictures and/or portfolios are required for admission of non-food items. Market Management will notify you of your acceptance after products have been juried.

Growing Certifications:

Vendors who have growing certifications are encouraged to post their certifications for customers to see. For example, if you are certified organic, certified Naturally Grown, or any other certifying agencies, we recommend you advertise accordingly. The Market Management will expect to see proof of certification from

any vendor who claims to hold growing certifications and reserve the right to pull any signage that is not in accordance with your growing methods.

Sampling:

We do encourage sampling if prepared in accordance with the Macomb County Health Department regulations. Please let Market Management know the days you plan to do special sampling.

<u>Set Up and Takedown/Product Display & Appearance</u>:

- *Vendors are responsible for their own booths. Doors will be open at 2:00 pm for vendors to get their equipment/product inside. You must unload all your materials, supplies, product, etc. and then immediately move your vehicle to the designated parking lot. You may NOT set up while your vehicle is in the loading dock area. No exceptions will be made to this rule. Handicapped parking will be designated as needed.
- *Tear down begins at the close of Market 8:00 pm. NO EARLY TEAR DOWN PERMITTED.
- *IT IS EACH VENDORS RESPONSIBILITY TO CLEAN UP THEIR SPACE. PLEASE HAVE NECESSARY EQUIPMENT, BROOMS, DUSTPANS, ETC. WITH YOU. IF MANAGEMENT MUST CLEAN YOUR SPACE THERE WILL BE A \$25 CHARGE TO YOU. NO EXCEPTIONS WILL BE MADE TO THIS RULE!
- *Vehicles may be brought in starting at 8:00 pm with the same considerations for other vendors as in set-up.
- *Tablecloths MUST be used! It gives the vendor a much more polished appearance and will give the entire market a more distinguished atmosphere. Displays must be neat and orderly at all times. Our goal is to be an upscale market.
- *Food items shall be displayed on a table or bench. Any food items placed on the floor or ground must be enclosed in a container, i.e. baskets, boxes, crates, etc.
- *Each vendor must display something in a clear manner to let customers know who they are and where their business is located.
- *All products must meet Michigan Department of Agriculture packaging and labeling standards.
- *NO food or drink samples can be given away at the market without meeting Macomb County Health Department regulations.
- *Displays cannot block nearby spaces or create a hazardous condition. Items shall remain within the lines of the space rented.
- *All vendors must supply their own equipment, {tents (flame-retardant tents ONLY), tables, chairs, signage, etc.}
- *Market will be opened to the public for business at 3:00 pm.

Grievance Procedure:

- If a problem arises with the policies of the market or with another vendor, a meeting will be arranged with the Market Master, Recreation Supervisor, and affected vendor(s) to resolve the issue.
- If step "A" does not resolve the issue, Market Management has the right to terminate any and all vendors involved if situation deems necessary. No monetary refund will be made to terminated vendor(s) if this is a result.
- Market Management has the right, if necessary, to amend these rules & regulations as it deems necessary.

Vendor Requirements:

- *A copy of the vendor's Michigan State Retail Tax License. State Law requires that we must verify the retail tax license number of every person selling at the Farmer's Market.
- *A completed 2015 Season Application form to DPFM.
- *A completed Agreement of Compliance form.

General Rule:

- *No pets are allowed in the market, except leader or assistance dogs.
- *No alcoholic beverages of any kind permitted.
- *The use of televisions or stereo systems is prohibited.
- *Use of abusive language will not be tolerated on the market grounds. The DPFM Management will determine what is abusive and reserves the right to enforce this rule as it deems fit.
- *All vendors must park in designated parking areas.
- *No one may sell or attempt to sell any merchandise on the market grounds without the express permissions of Market Management.
- *Property Owners/Lessee's, The City of Sterling Heights, or its employees assume no responsibility and are not liable for any injuries which may occur within an individual stall.
- *Vendors are expected to keep their merchandise in reasonable order and allow unimpeded access to customers.
- *Vendors are expected to stay for the duration of the market day even when attendance is low and the weather is bad, unless specifically allowed by DPFM Management.
- *Violation of the signed Vendor Agreement/Application of Market Rules and Regulations or refusal or failure to submit or display valid copies of appropriated product licensure will result in termination of market membership with no monetary refund being expected.

AGREEMENT TO RELEASE, INDEMNIFY AND HOLD THE CITY OF STERLING HEIGHTS HARMLESS FROM LIABILITY

In consideration of and as a condition of approval to participate in the 2015 City of Sterling Heights Dodge Park Farmers Market, vendor agrees as follows:

- A. Vendor agrees to release from liability and not to sue the city of Sterling Heights, it's elected and appointed officials, employees, agents, and volunteers for any losses, costs, expenses (including attorneys' fees), damages, liabilities, or claims arising out of injuries to persons or property during the Sterling Heights Dodge Park Farmers Market, except for damages caused by or resulting from the city's sole negligence.
- B. Vendor agrees to the fullest extent permitted by law to indemnify and hold the city of Sterling Heights, its elected and appointed officials, employees, agents, and volunteers harmless against any losses, costs, expenses (including attorneys' fees), damages, liabilities, or claims whether groundless or not, arising out of bodily injury, sickness or disease, including death resulting at any time there from, which may be sustained or claimed by any person or persons, or damages to any property, (including the loss of use thereof) based on any act or omission, negligent or otherwise, of vendor or anyone else acting on its behalf, relating to any activity associated with the Sterling Heights Dodge Park Farmers Market, except that vendor shall not be responsible for indemnification to the city for damages caused by or resulting from the city's sole negligence; and vendor shall at its own cost and expense, defend any such claim and any suit, action or proceeding which may be commenced hereunder and vendor shall pay any and all judgments which may be recovered in any suit, action or proceeding and any and all expenses, including but not limited to costs, attorneys' fees and settlement expenses as they relate in any way to any activity associated with the Sterling Heights Dodge Park Farmers Market.

Name:	Office Use Only	
	Application Received:	
Signature:	Application Approval Date:Initial:	
	Input Date:Initial:	
Dated:	Invoiced On:	
	Payment Received:	

2015 STERLING HEIGHTS DODGE PARK FARMERS MARKE	I AGREEMENT:
Market. I have read and agree to abide by Dodge Park Farm laws, codes and regulations to cooperate with Market Market manumerstand that this application relates only to the product require another application. Unless otherwise specified in lany violations, of this agreement may result in suspension the Market Management. Market rules are subject to changiven to current market vendors before they take effect. It transferred to any other party. I certify that the products a state and federal laws and grown or produced by myself un	nagement and to pay the required stall fee. I ts listed herein and that any further products will Dodge Park Farmers Market Rules and Regulations, or termination from the Market at the discretion of ge at any time for any reason, with 7 days notice understand that market assignments may not be bove are produced in accordance with all county,
I have read and am fully aware of the Dodge Park Farmers I Dodge Park Farmers Market with a minimum of 48 hours no pay the \$20 no-show/cancelation fee. I hereby agree to cor Federal, State and local regulations that apply, knowing full Park Farmers Market if I am found in noncompliance.	Market rules. I agree that if I do not provide the otice from 8 am of the scheduled market day, I will mply with these rules and regulations, and all other well that I will forfeit my right to sell at the Dodge
Duration of the Agreement: This agreement applies to the 2 2 2015) and in no way implies acceptance in the future.	2015 DPFM season (June 4, 2015 thru October 29,
We often receive phone calls from the press or potential cunumber YesNo	stomers. May we give them your name and phone
May we use your photo/image for marketing/advertising pu	ırposes?
Yes No	
Farm/Business Name:	
Signature:	Date:
All forms must be completed in their entirety to be consider	ed for market acceptance.
Sterling Heights Dodge Park Farmers Market	Please return all required forms to:
Troy Nowotny	Sterling Heights Parks and Recreation
Recreation Supervisor	
586-446-2701	40620 Utica Road
nowotny@sterling-heights.net	Sterling Heights, MI 48313

Marketing Plan

Print Media

- Advertisements in local newspapers
 (C & G/ Macomb Daily)
- City Magazine
- Recreation Connection Flyer (to schools)

Websites

- City Website (www.sterling-heights.net)
- Michigan Farmers Market Association Website (http://mifma.org/find-a-farmers-market/)
- Macomb County Website
 (http://www.macombcountymi.gov/msuextension/communityfoodsystem/farmsfarmersmarket.htm)

Dodge Park
Farmers Market
Awareness

Social Media

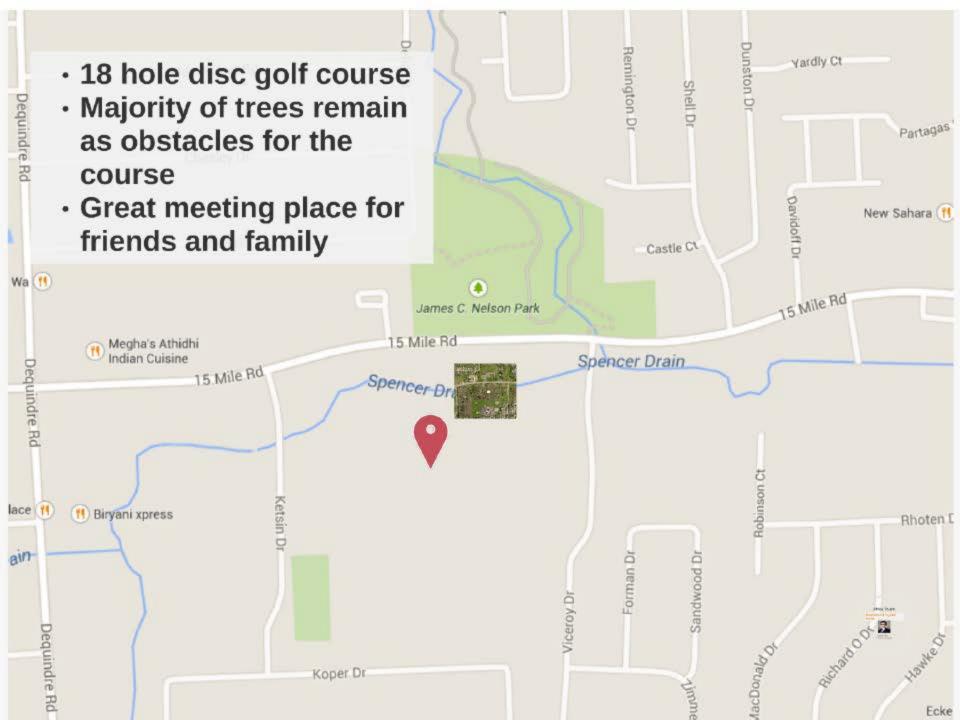
- City Facebook/Twitter
- Four Square
- County Facebook/Twitter
- Market Master Blog (<u>http://blogs.detroitnews</u>.com/ /thegoodlife/

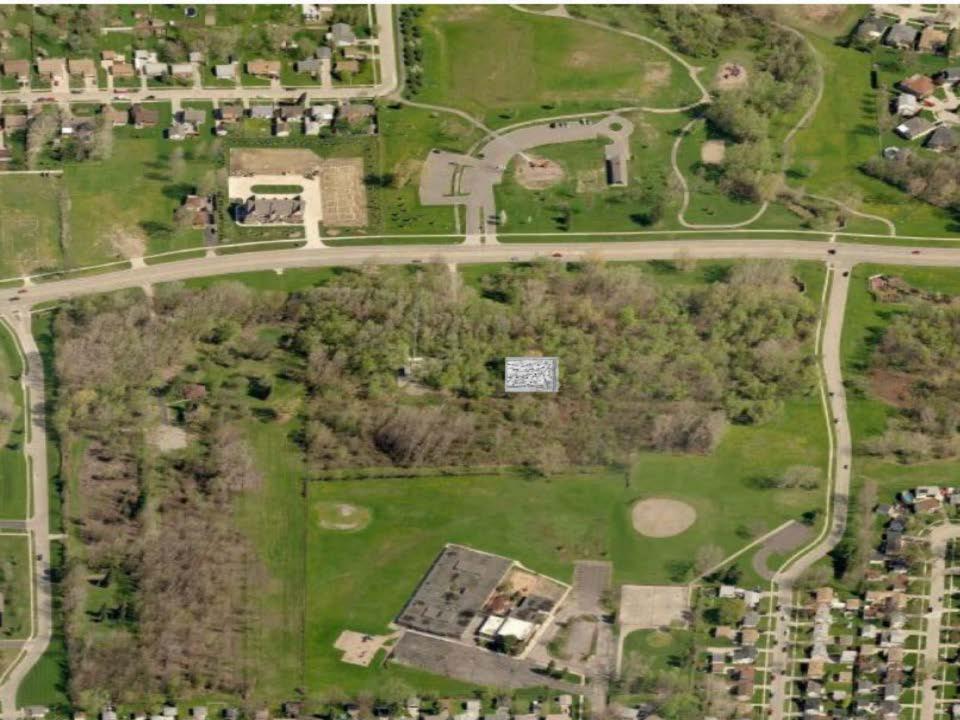
Other

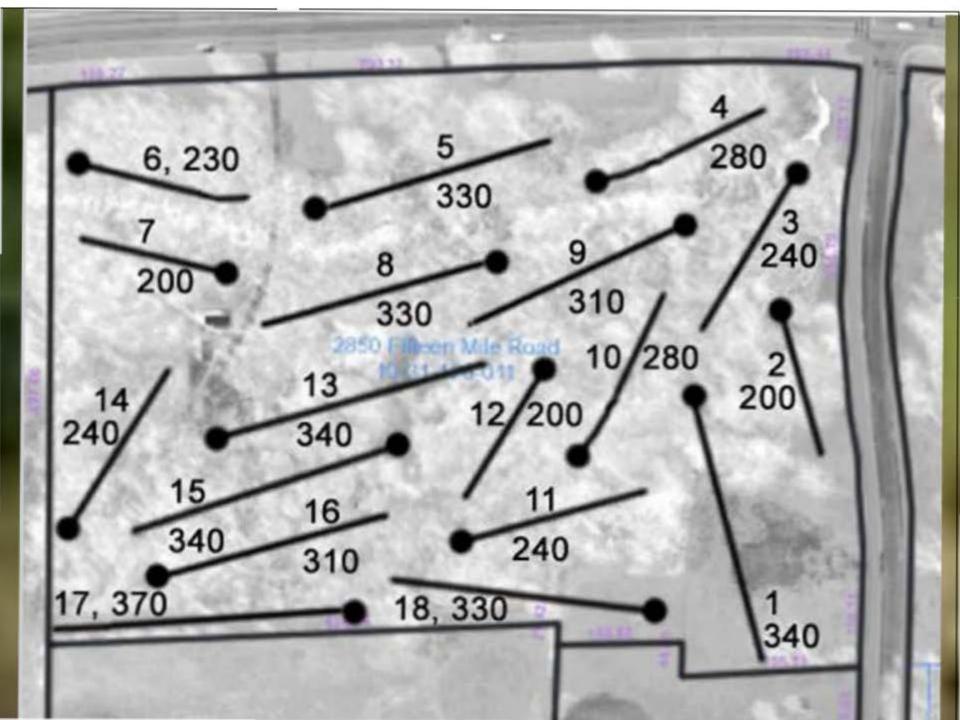
- S.H.T.V.
- S.H. Radio
- Employee Intranet
- Banners on Roadways
- Logoed Promotional Items



Disc Golf Course





















City of Sterling Heights Parks and Recreation

Creating Community through People, Parks, and Programs

Sterling Heights Disc Golf Course

Prepared by Kyle R. Langlois, CPRP Parks and Recreation Manager

Background Information

The disc golf course has been a topic of discussion for over six years, and was supported by the Parks and Recreation Advisory Committee. Disc golf is a sport that is exploding in popularity by the year. The end goal is the same as "ball golf", in that players want to get the disc in a basket with the fewest shots possible. The sport's popularity comes from the fact that people of all ages, shapes, and skill levels can enjoy the activity during all seasons. Disc golf is a non-traditional sport in that it does not realize fitness benefits; rather it provides social and mental benefits to those that participate. Since the game is good for players of all ages, this project will help attract young families, and also fit into the living in place concept. As a reference, there are many municipalities in the state that have disc golf courses, although not many are located in close proximity to Sterling Heights. However, very popular courses are installed in Troy (x2), Shelby Township, and at Stony Creek.







About the Sterling Heights Disc Golf Course

Unlike the farmers market, the Sterling Heights Disc Golf Course is still a solid year away from completion. The design goal for this 18-hole course is to be challenging enough for experienced disc golfers, yet forgiving enough for novice players to enjoy as well.

Although the initial request was for the course to be installed at Delia Park, we identified a more appropriate place (South Nelson Park) for the new amenity. This location was chosen as it is underutilized park space with chronic trash problems, has built in obstacles (wooded area), and the surrounding area will realize a positive economic benefit by its existence. People from all over the metro Detroit area travel to play different disc golf courses on a weekly basis, and there are many people within the disc golf community that are very excited to see this project come to fruition. Sterling Heights' location within Macomb County and adjacent to Oakland County, will make this a favorable course for people to play, and local businesses will benefit from the increased activity at that park. Through the economic downturn, the Parks and Recreation Department has supported a group of volunteers that have vowed to make this new amenity a reality in Sterling Heights, understanding that the City did not have the resources. We have creatively worked with this group to get the largest expense (baskets) donated, and will continue to find similar ways to enhance the park and the playing experience moving forward.

Having a disc golf course in our park inventory also opens the doors for a variety of programming and revenue opportunities for the department. Although the course will generally be available for play at no cost, the Parks and Recreation Department can create revenue by utilizing the course for leagues, rentals, instructional classes, field trips, and tournaments.





Progress to Date

During this past Thanksgiving week, a group of volunteers began formally clearing the way for a disc golf course at the Park. Their main goal for that week was basic land clearing, and the removal of trash and overgrown brush/fallen branches. During the week, the volunteers accomplished clearing space for six of the eighteen holes. Please take a look at the screen for the original design of the disc golf course. Due to some complexities with the landscape, there is now a desire to alter the course layout from what was originally agreed upon, so there has been a break in the heavy progress until we can fully assess and approve the new plan, which involves traversing across two county owned bridges that are in disrepair. Minor work will continue with clearing brush and trash in the meanwhile and once the weather turns warmer, we will look to begin working with the volunteer corps to install tee pads, signage, site amenities, and the baskets that were donated by the Michigan Disc Golf Association (approximate value of \$6,000). Weather and volunteer availability will be key factors in driving the completion date moving forward.

It is important to note that through this process, the plan remains to leave living trees and other obstacles as they lie to add complexity to the course. Only areas needed for the fairways will be cleared. After preliminary assessment of the park, very few, if any <u>living</u> trees will be impacted by this course installation, which was a major factor in supporting a disc golf concept. This course will have a minimal impact on the current landscape, and many people will drive down 15 Mile Road and not notice a difference. The course will weave through the wooded area, and most of what will be seen is the entrance and exit points of the course. We also do not foresee a major impact on maintenance moving forward, as disc golfers are known for leaving the area in better shape than when they arrived.





Final Remarks

In closing, the Sterling Heights Disc Golf Course will be a great asset to be added to our park system. This is another example of a high impact, minimal maintenance amenity for our residents and visitors to enjoy. Although progress remains slow, we are continuing to work towards our goal utilizing the volunteer corps. This too is a project that is directly aligned with three principles from the City's recently adopted Vision Statement:

- Plentiful leisure and recreational opportunities featuring fully utilized parks
- Focal points that are both public and private to serve as destinations for residents and visitors
- Well maintained and aesthetically pleasing roads and green spaces

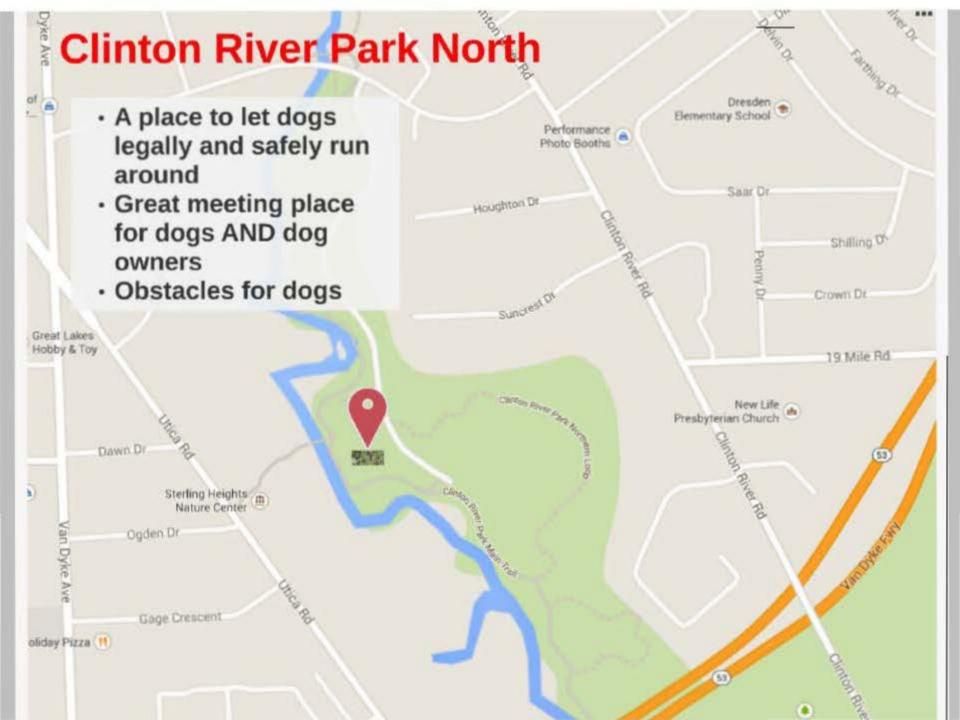
Once completed, the Parks and Recreation Department is confident that the disc golf course, will become the home course for many players in the area, and it is facilities like this that will continue making Sterling Heights a great place to live, work, and play.

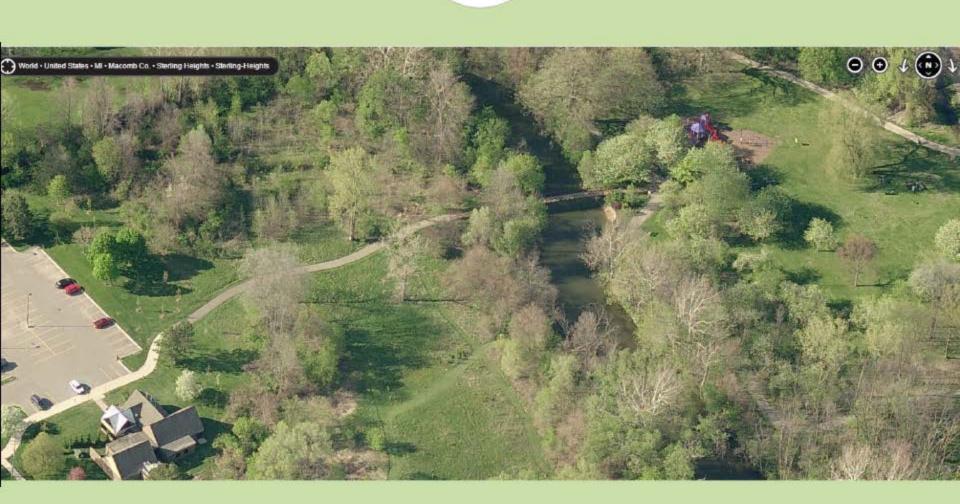


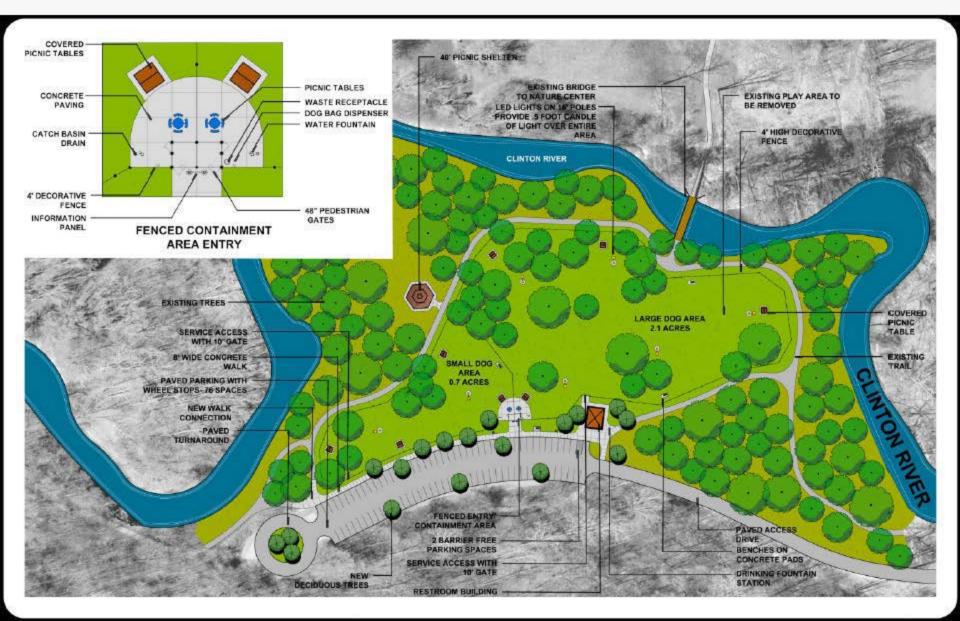




Dog Park



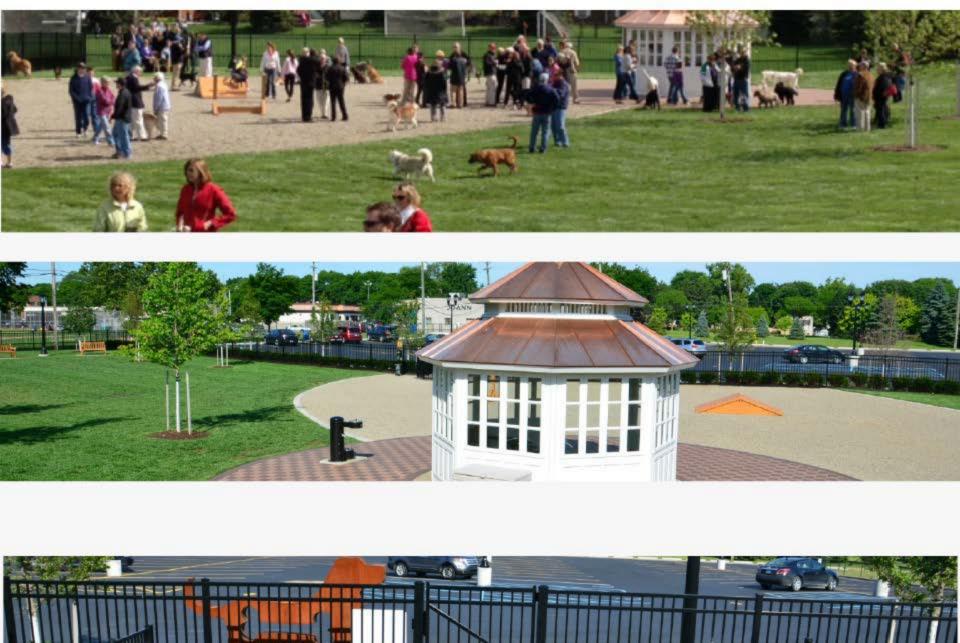




















City of Sterling Heights Parks and Recreation

Creating Community through People, Parks, and Programs

Sterling Heights Dog Park

Prepared by Kyle R. Langlois, CPRP Parks and Recreation Manager

Background Information

The concept of a dog park has been in discussion ever since I became the department manager in 2009. The concept was brought to the forefront amidst heavy discussion regarding breed specific legislation.

In calendar year 2013, approximately 9,000 dog licenses were purchased through the Clerk's office, and it is not wrong to assume that there is a substantial number of dogs residing in the City that are not licensed. One truth that remains evident is that dog owners love their pets, and spend a significant amount of time and money on their four legged friends. Dogs come as part of the total package when perspective residents are searching for a place to call home, and a pet friendly community is can be a difference maker when it comes time to make a final decision.

Dog parks are facilities that residents can go to so their dog can be off-leash in a public space without violating a city/state ordinance. Dog parks are a place for canines and their owners to exercise and socialize. They are especially good for seniors that are less mobile and cannot take their dogs for walks, as well as residents that live in apartments, condos or houses with minimal or unfenced property.

There are many forms of dog parks in the United States, ranging from natural settings, to full service fenced in areas. The following information better lays out our desired concept for a dog park in Sterling Heights.





About the Sterling Heights Dog Park

Unlike the farmers market, the Sterling Heights Dog Park is still in the conceptual stage of formation. In fact, dialogue is ongoing about the final location for the amenity. Many factors, such as available space, proximity to the existing trail system, and available infrastructure will play a role in determining the final destination. The Parks and Recreation Department has identified and prioritized three potential locations to house this new facility. Below are the three locations with some identified strengths and weaknesses of each site:

1. North Clinton River Park (2.8 acres)

Strengths

- Underutilized Park
- Existing Parking Lot
- Located along the trail system
- Can help revitalize North Van Dyke
- Ties in well with paddle landing (becoming a destination park)

Weaknesses

- No utilities nearby
 - Very costly to install in this location
- Flood plain
 - Special design and planning would be required
- Play structure lies in area and is still in use
- Higher propensity for facility damage due to floods





2. LW Baumgartner Park- Police Training Area (approximately 2.8 acres)

Strengths

- Parking lot
- Restrooms
- Additional parking area could be added to handle dog park and soccer field demands
- Utilities are easily accessible
- More visible from road

Weaknesses

- Insufficient Parking during softball season (May October)
- Cannot share with police
- · Current area is not aesthetically pleasing
- Would still need new fencing
 - o May not jive with the current fencing of ball fields
- Not centrally located

3. ITC Corridor- Edison Court (5 acres)

Strengths

- Natural beginning/ending to Clinton River Trail System
- Close to road/ higher visibility
- Underutilized land
- Parking and roadway can be enhanced with Safe Streets millage

Weaknesses

- Has to fit in with bigger paddle landing/boardwalk concept
 - Would need architect to design overall project layout
- Power lines/towers lack aesthetics
- Perceived danger with power lines/towers
- City does not have ownership of the property

To gain perspective on what a dog park design would look like, please see the appendix for a site layout at North Clinton River Park. Regardless of which location is chosen, the design elements will essentially remain the same. The vision for this facility is that it remains an aesthetically pleasing and welcoming facility in the short term, as well as into the future. Features of the dog park will include:

- 1. Decorative aluminum fencing
- 2. Decorative lighting
- 3. Electronic pass system
- 4. Picnic tables and benches
- 5. Pet waste bag dispensers and garbage cans
- 6. Separated small breed area
- 7. Water station for humans and dogs
- 8. Restroom facility
- 9. Small picnic shelter
- 10. Canine activity center
 - a. Jumps, ramps, tunnels, etc



As stated above, interested patrons would be required to purchase an annual dog park pass. Access passes are very important to preserve the integrity of the park, generate revenue for maintenance, and insure the well being of the pets and their owners. In order to get a pass to the dog park, interested citizens will need to show that their dog is licensed, and is up to date on rabies and kennel cough vaccinations. As any of the requirements expire, passes can be shut off until the proper documentation is provided. The pass system is also a way to keep problem dogs and owners from using the park. Aggressive dogs and irresponsible dog owners can be excluded with the pass system, and patrons that pay to use the park will be more invested in the overall condition of the park, and more likely to report any problems that exist.





Dog Park Financials (Budget)

Depending on the final location chosen, it is estimated that this project will cost \$300,000 - \$600,000. The vast cost difference stems from the difference in location, which includes available infrastructure, estimated costs for running utilities, and the amount of fencing needed to enclose the park. Once installed, a dog park becomes a low maintenance park amenity for the community to enjoy. There is a negligible increase of staff time for emptying trash to account for the additional cans and grass will continue to be cut on the same schedule. Additional ongoing expenses will include:

- Electricity
- Water/sewer
- Pet waste bags
- Key fobs or pass cards for entry

Although it is difficult to gauge the annual operating cost, it is easier to identify a target for passes to be sold in a year. Based on the sales in neighboring communities, we anticipate that 500 park passes will be sold in year one, with increases after that. With a fee of \$20 per year (not factoring senior discounts or non-resident fees), we anticipate that revenues will be close to \$10,000 annually.

Additionally, in order to achieve the financial goal for installation and start up, we would look towards multiple funding sources to fully fund this project. Possible funding methods include:

- General fund expenditures (Capital Improvements): \$172,000 \$472,000
- State of Michigan grant: \$50,000
- Potential sponsorship (naming rights): \$25,000
- Community Foundation support: \$5,000
- Crowdfunding campaign: \$20,000
- Dog license surcharge: \$18,000 (\$1 per dog license for 2 years during design and construction)
- Dog park passes (year 1): \$10,000

Crowdfunding is a unique concept that is gaining momentum all across the country. The goal of a crowdfunding campaign is to garner financial support from community members that are in favor of the City having a certain amenity. These efforts generally have a deadline and expected fundraising goals are modest, but it is a viable method for raising much needed revenue.

Final Remarks

In closing, the Sterling Heights Dog Park is a great opportunity for the City to offer a low impact, minimal maintenance amenity to our residents and citizens from surrounding communities. With funding gaps to fill and final design/build-out to be completed, this is a park feature that we could see become a reality in the next two or three years. Council approval and support will be necessary to apply for grant funding, which can take a solid year or more to obtain. This too, is another example of a project that is directly aligned with three principles from the City's recently adopted Vision Statement:

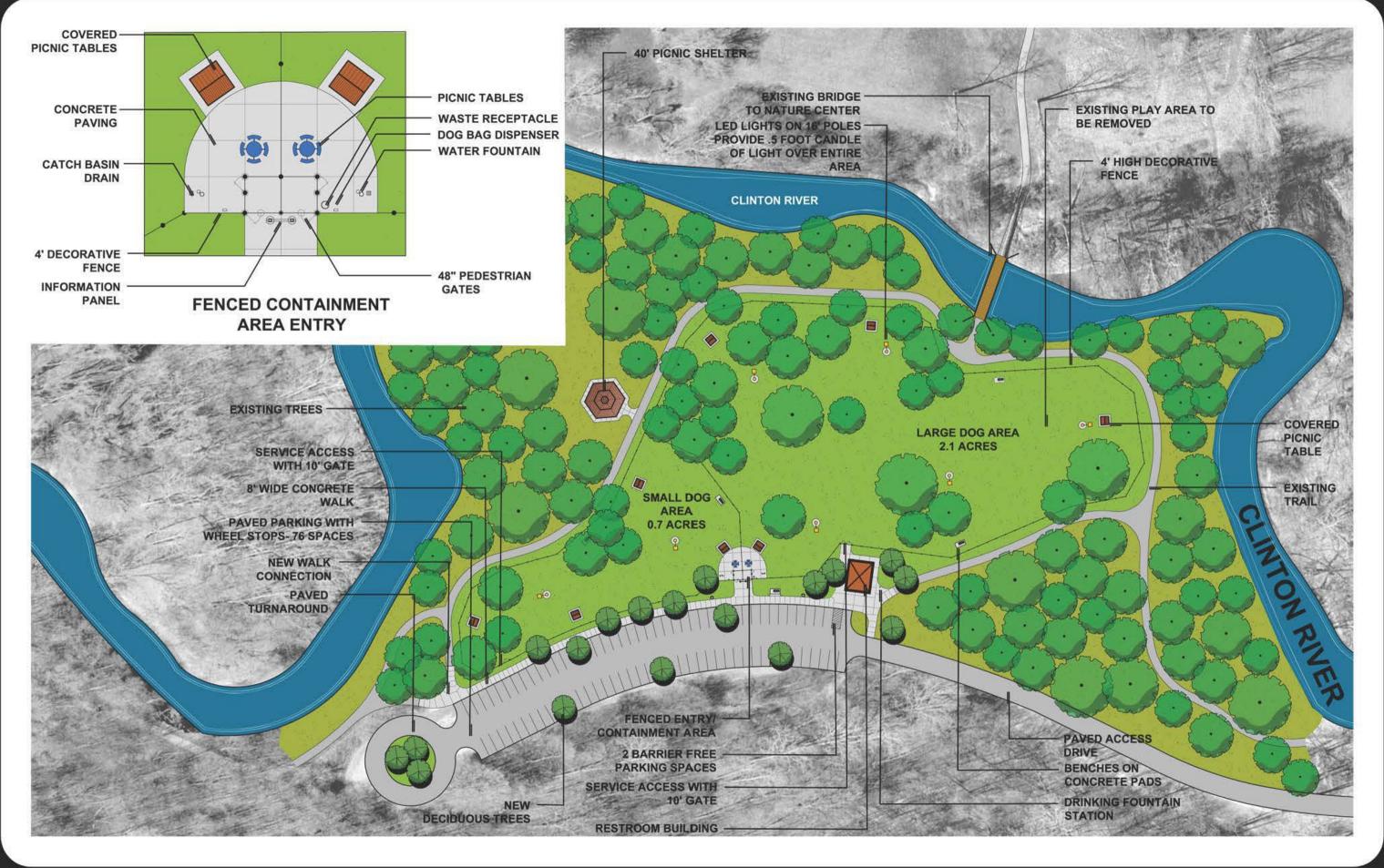
- Plentiful leisure and recreational opportunities featuring fully utilized parks
- Focal points that are both public and private to serve as destinations for residents and visitors
- Well maintained and aesthetically pleasing roads and green spaces

The Parks and Recreation Department is confident that the dog park, once installed, will be a first class park of its kind, and will be a prime "second place" for our residents and their pets. It is facilities like this that make Sterling Heights a great place to live, work, and play.















North Van Dyke River District



Retail Improvements











Adventure Park









Gourmet Food Trailers

















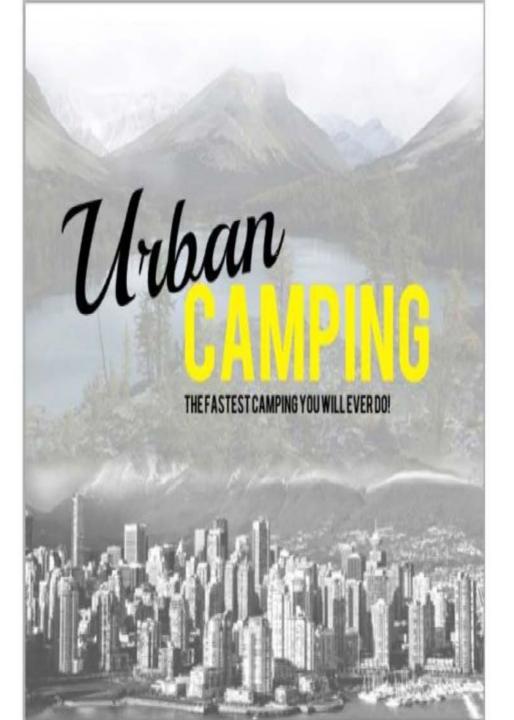








Urban Camping







Wayfinding Signs



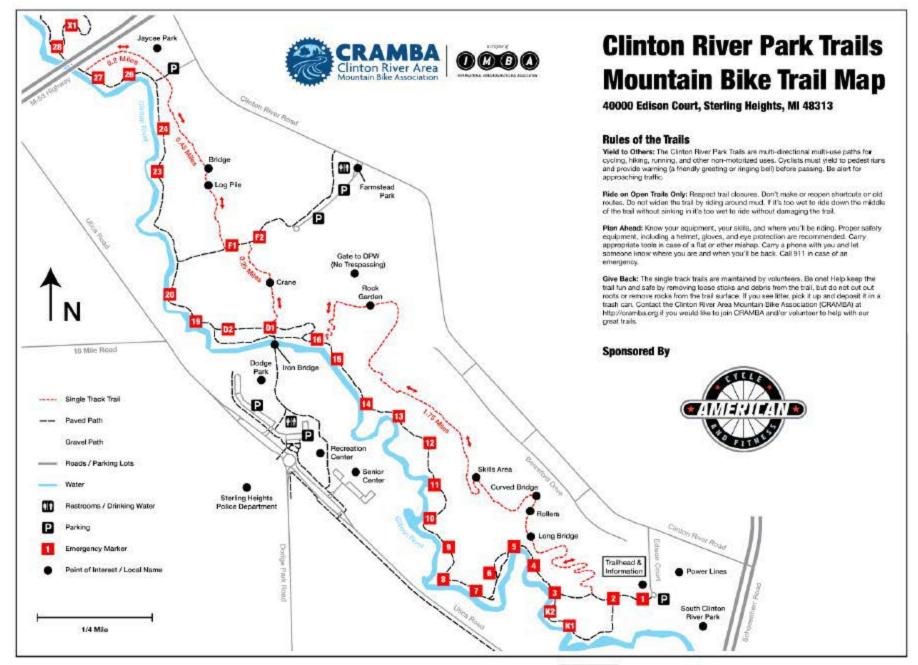




Ø Kingston 10 →



River and Trail Initiatives













County opens another canoe access ramp on river



Sterling Heights Chamber President Wayne Oehmke addressing the crowd on Thursday at the opening of the canoe landing site. (RAY SKOWRONEK/THE MACOMB DAILY)







Volunteers at Work

CRAMBA

(Clinton River Area Biking Association)

Volunteers at Work





































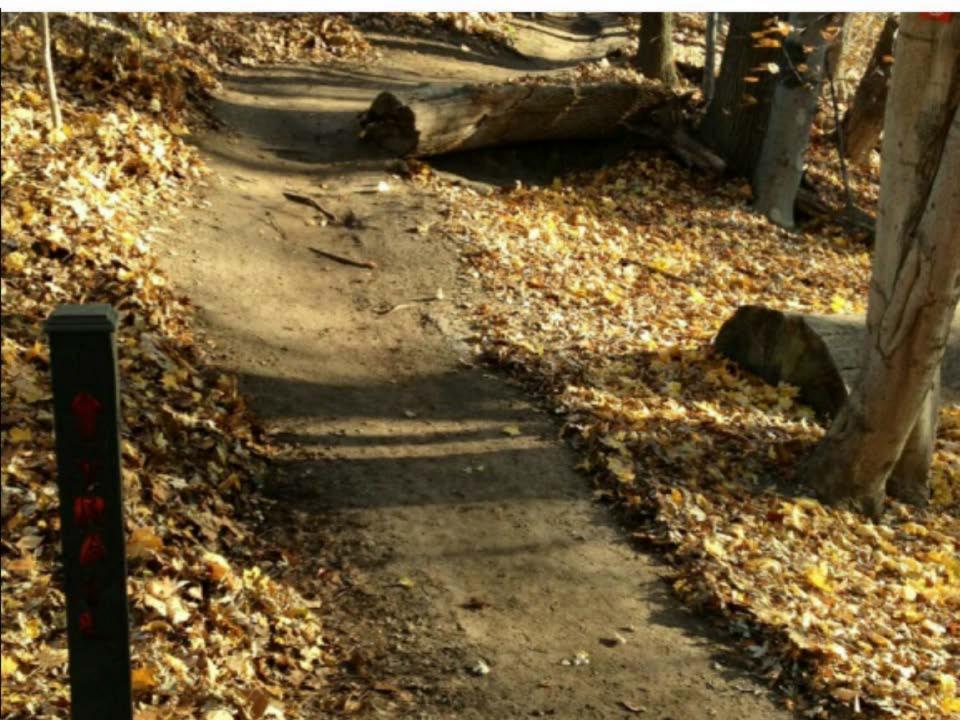


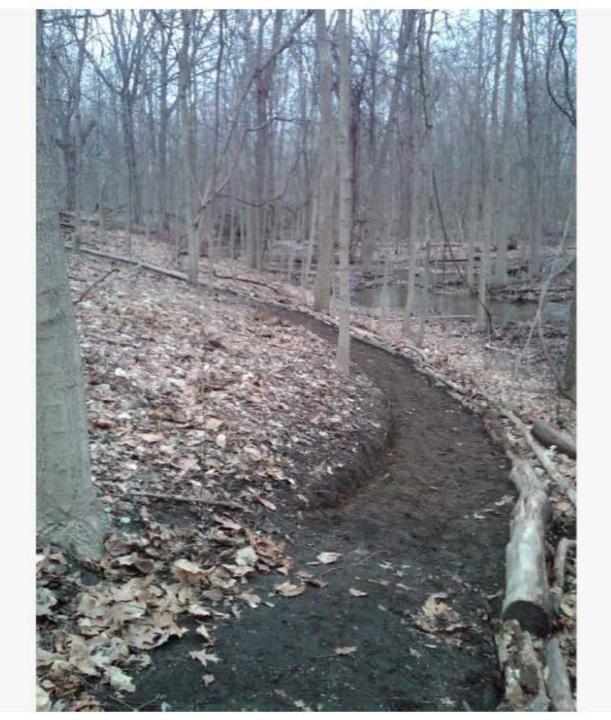












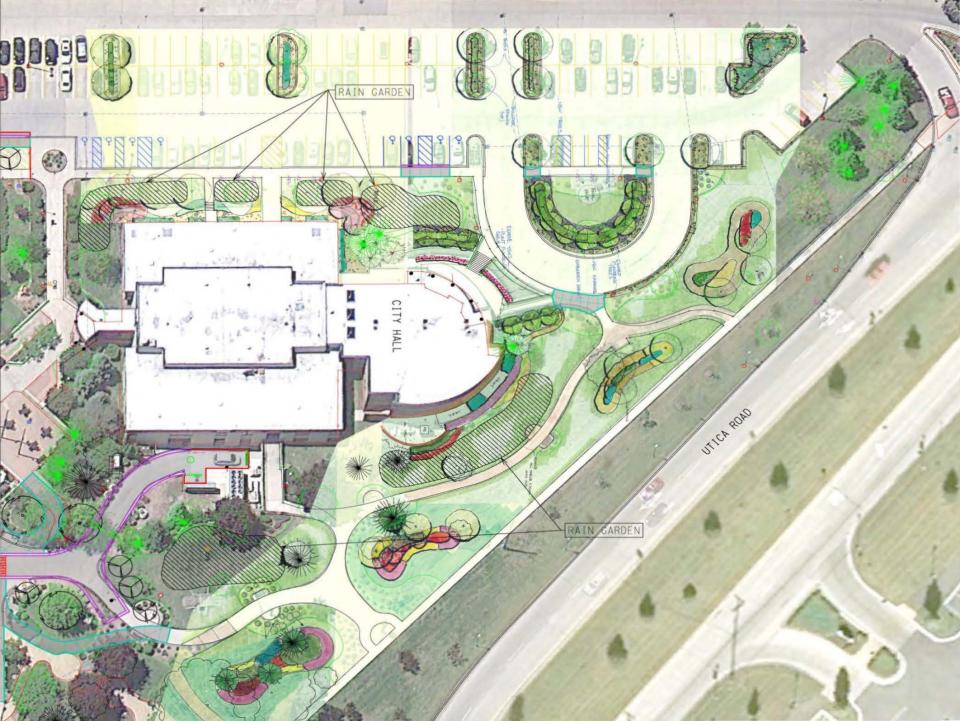




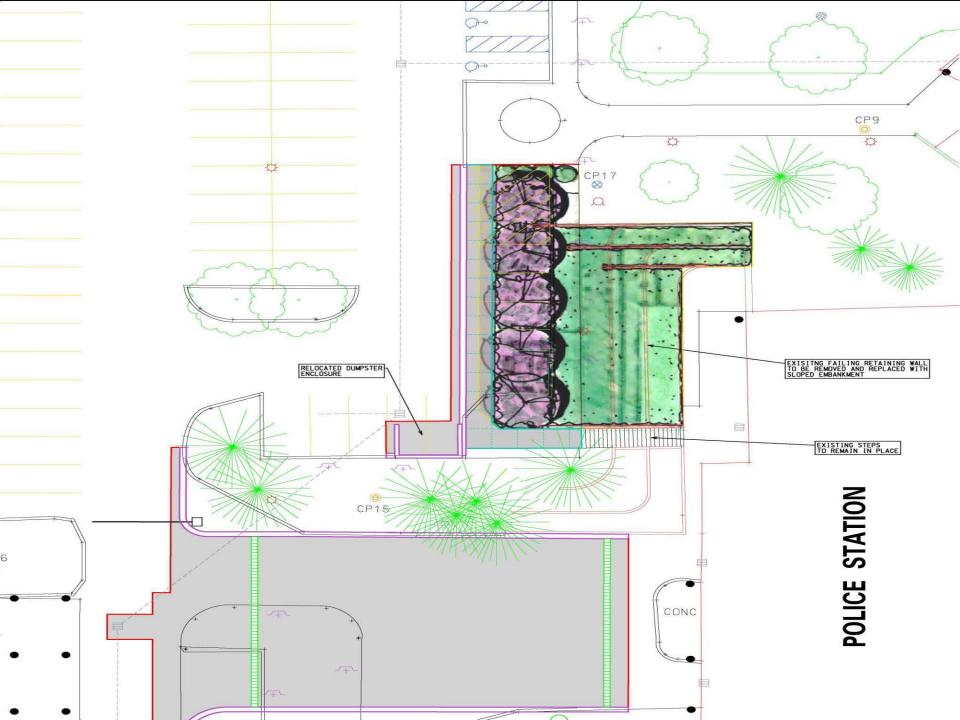
City Center Parking Lot/Exterior Improvements











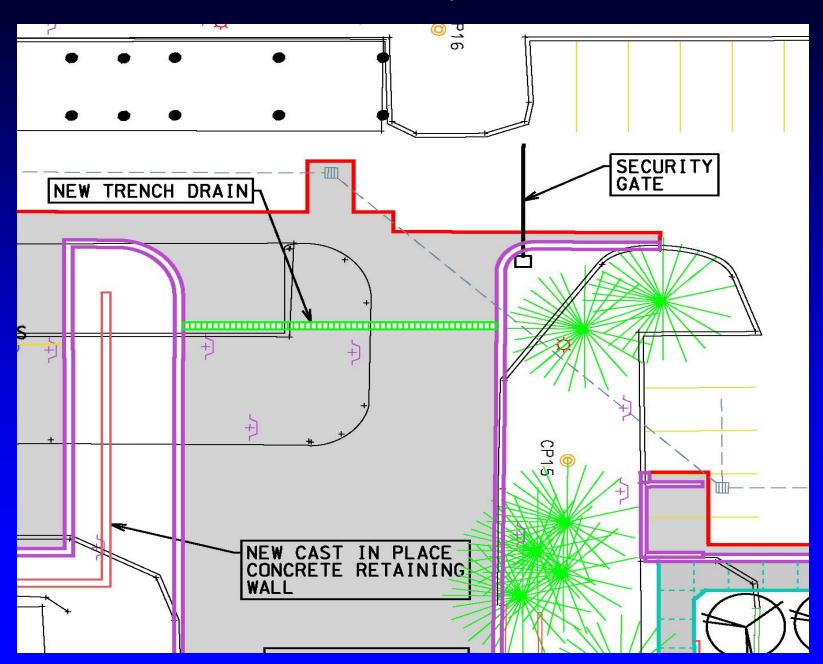


Improved Drainage

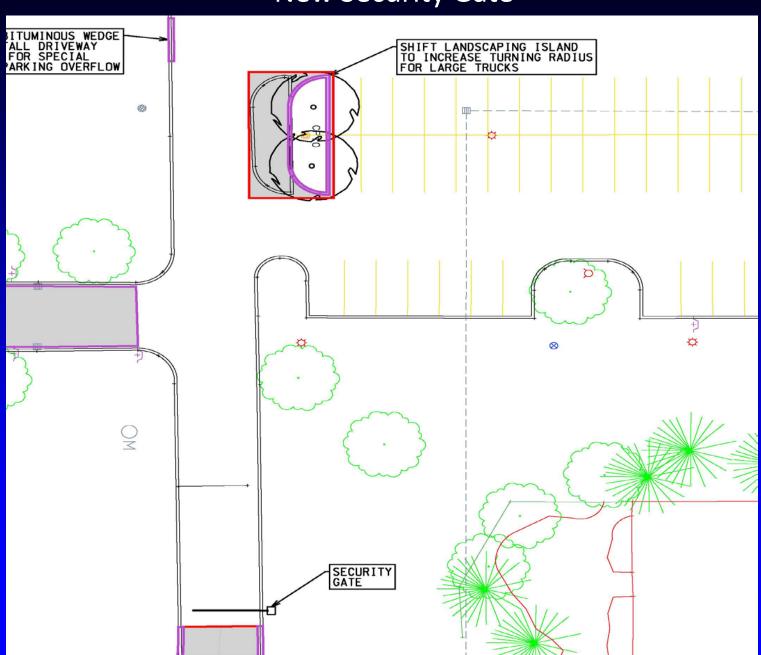


New Security Gates

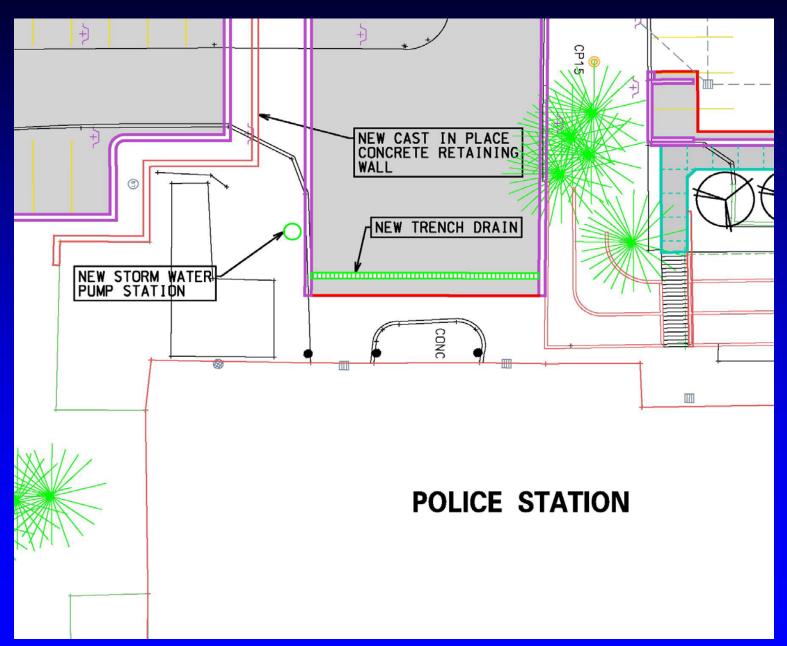
New Security Gate

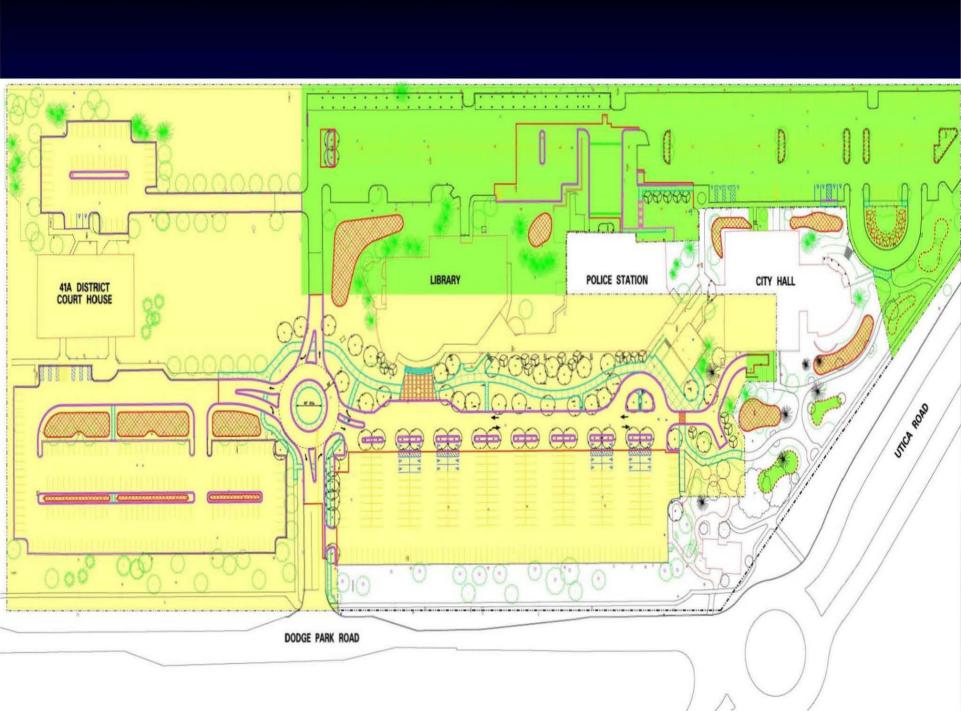


New Security Gate



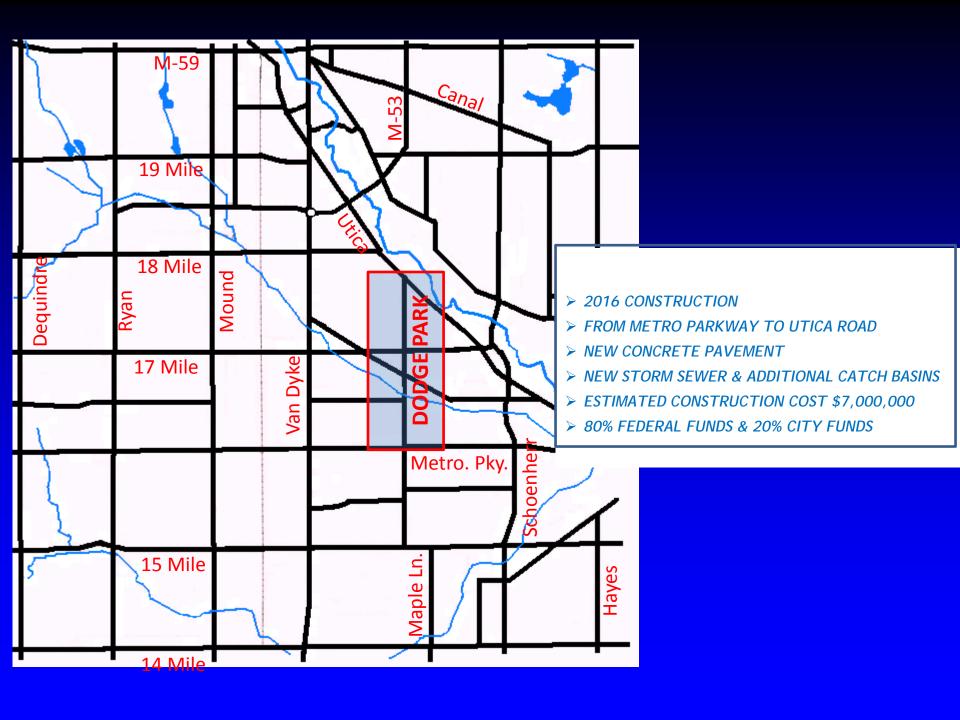
Improved Drainage



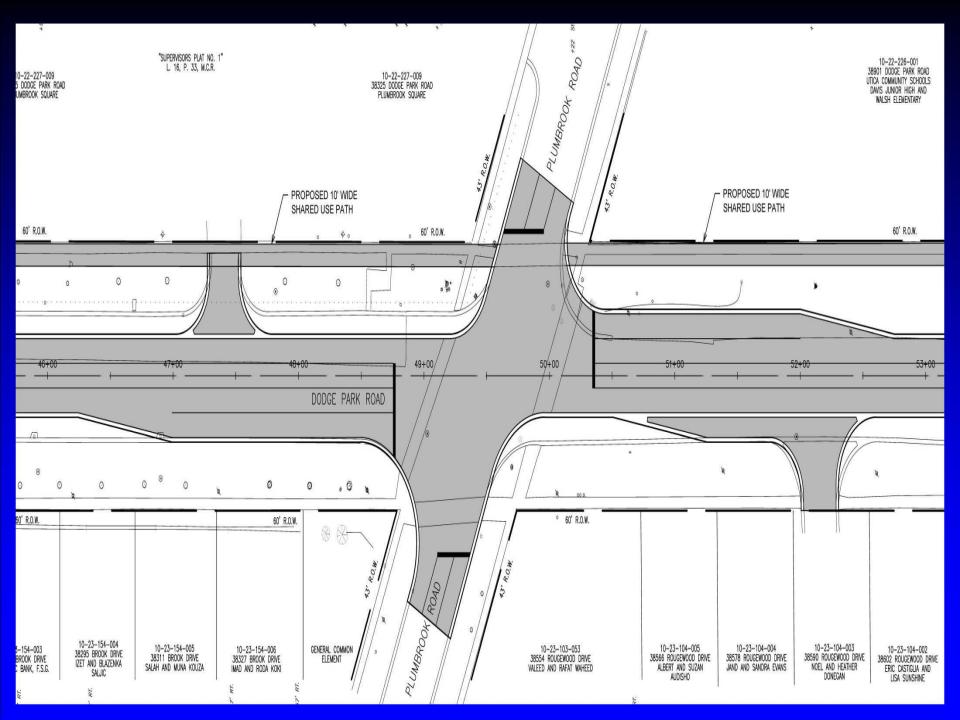


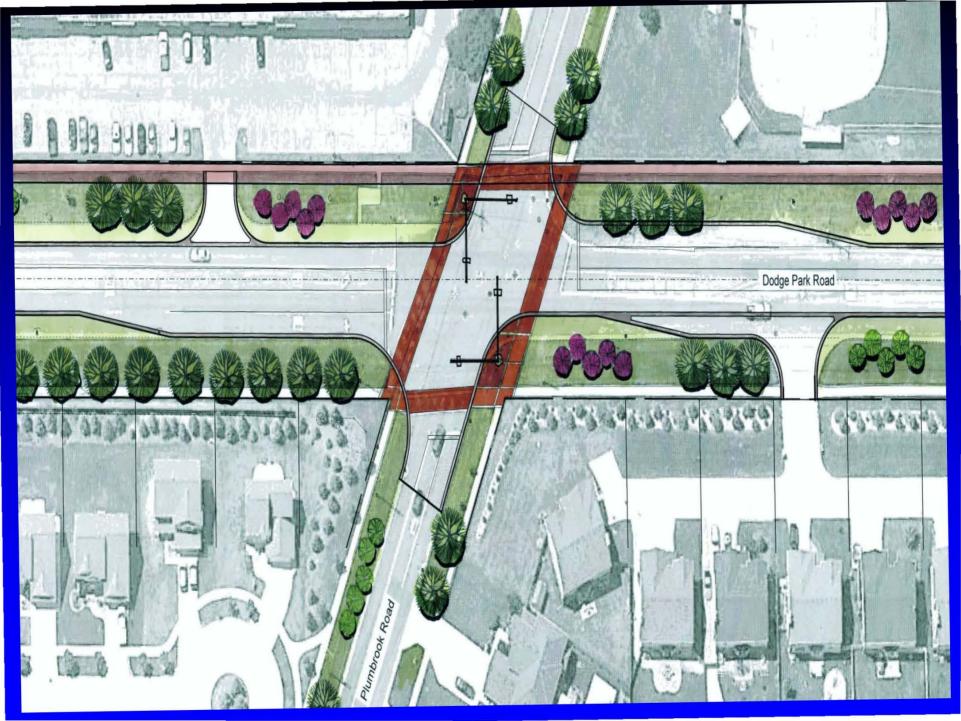


Dodge Park and Van Dyke Road Improvements

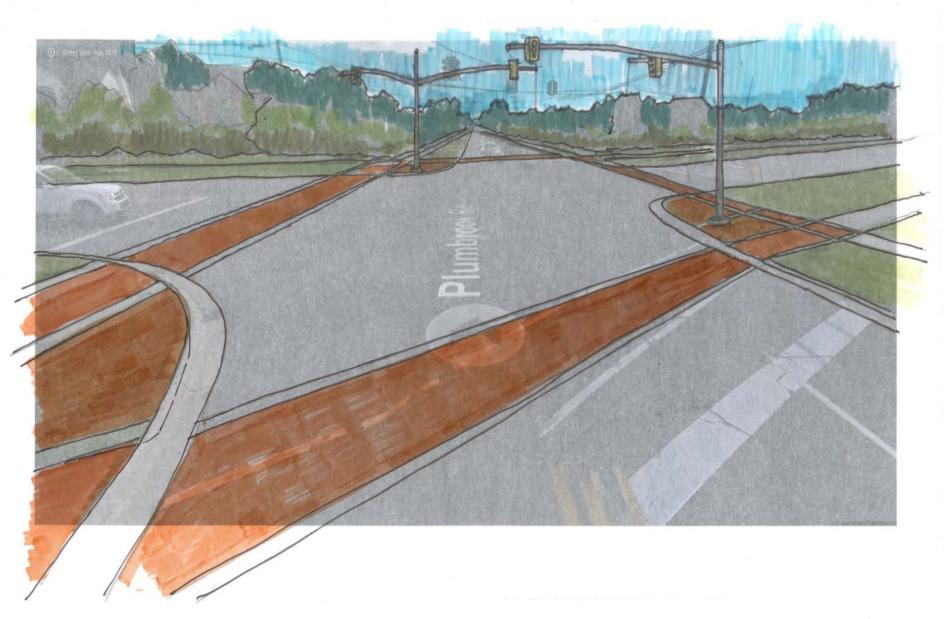


















Completed Concept Plan - Before











