
SPECIAL MEETING (STRATEGIC PLANNING SESSION) OF THE COUNCIL OF THE CITY OF SAGINAW, MICHIGAN, HELD SATURDAY, JANUARY 5, 2008 AT 8:30 A.M. AT THE SAGINAW CHAMBER OF COMMERCE, 515 N. WASHINGTON AVENUE, SAGINAW, MICHIGAN.

ROLL CALL

Mayor Joyce Seals called the meeting to order. The following Councilpersons were present: Gregory Branch, Larry Coulouris, Daniel Fitzpatrick, Amanda Kitterman-Miller, Amos O'Neal, Paul Virciglio, Andrew Wendt and Mayor Joyce Seals-8.

Absent: Councilman William Federspiel-1.

Also in attendance were the following staff members: Diane Humphrey-Snowden (Administrative Assistant to the City Manager), Tom Fancher (City Attorney), Diane Herman (City Clerk), Tom Darnell (Director of Public Services), Odail Thorns (Economic Development Director), Dale Berglund (Employee Services Director), Beth Church (Personnel Generalist), Ralph Carter (Labor Relations Administrator), Gerald Cliff (Police Chief), Ric Longoria (Fire Training/Safety Officer) representing Chief E. Holland and Jay Beelman (Information Services Director).

Absent: Dale Stanton, Finance Director.

Also present from the Economic Development Department were: John Stemple, Stephanie Harden, Darrin Jerome and Rob Davis.

INTRODUCTIONS/SESSION OVERVIEW

City Manager Darnell Earley stressed the importance of the presentation by Jeremy Newberg of Capital Access. Mentioned Saginaw being one of the Cities of Promises, which are cities that can be turned around with some assistance. The City's Revitalization Plan in the Cathedral District is augmented by the service of Capital Access.

Odail Thorns, Director of Development, thanked his staff members, in particular, John Stemple, Planning and Zoning Coordinator, for their hard work and dedication in implementing the Revitalization Plan. He said the money just sits without a plan. He then introduced Jeremy Newberg of Capital Access.

PRESENTATION: CATHEDRAL DISTRICT REVITALIZATION IMPLEMENTATION

Mr. Newberg defined Neighborhood Revitalization as crafting a vision for a defined geographic area to improve quality of life for existing and new stakeholders.

He reviewed the steps for the Neighborhood Revitalization Planning Process as follows:

1. Identify Target Area (based on Strategic Significance)
2. Seek Stakeholder Input (Before, During and After)
3. Assess Existing Conditions (Physical, Ownership Market)
4. Develop a Vision for a Revitalized Neighborhood
5. Identify Target Markets (Who Do You Seek to Serve?)
6. Determine Range of Products & Services
7. Develop a Land Use Plan
8. Generate Budget and Fundraising Plan for Each Intervention (Project or

Program)

9. Determine Acquisition Plan
10. Clearly Answer Who is Going to Do the Work.
11. Make The Conceptual Sale EVERYDAY!

He said the Cathedral District was broken into four (4) Zones. He went through Zones one (1) through three (3) and gave the results of the parcels surveyed, which included the number of vacant lots, vacant structures, blighted and occupied, and habitable and occupied. For those occupied, he gave the percentage of those that were owner-occupied and those that were renter-occupied. He said that it was important to overcome the perception that the area was unsafe. He also believed it was important to have quality neighborhood retail and to connect to the river development, downtown amenities and regional recreation. He said a plan was needed for Genesee Avenue before proceeding with Zone 4, which is bordered by E. Genesee Avenue, Hoyt Avenue, Sheridan Avenue and E. Remington.

He said the Cathedral District needed to emerge as a neighborhood of choice. Projects for the plan included: a code enforcement sweep, demolition of blighted properties, rehabilitating existing homes, City acquiring blighted properties, new construction, rail trail, neighborhood retail and infrastructure improvements.

(There was a break taken from 10:57 a.m. to 11:12 a.m.)

2007 AUDIT REVIEW

Jerry Deslover of The Rehmann Group, reviewed the City's Audit Report for the Fiscal Year Ending June 30, 2007. He noted that the December 31, 2007 filing deadline was met and that the audit was unqualified.

REVIEW OF STAFF GOALS AND OBJECTIVES FOR 2007

City Manager Darnell Earley gave an overview of the City's Goals, Priorities and Accomplishments for 2007, which included repurposing the Andersen Water Park, developing a balanced budget, strengthening the City's financial reporting and fiscal stability, better service delivery, implementation of the public safety 5-point plan, continuing to reorganize, continuing labor negotiations, and improving the relationship with citizens, neighborhoods and City Hall.

(Lunch was served from 11:50-12:25 p.m.)

Following lunch, each Department Head gave a brief synopsis on the projects their department was currently undertaking.

(There was a break taken from 1:46 p.m. to 1:55 p.m.)

WORK SESSION: CITY COUNCIL GOALS, PRIORITIES AND INITIATIVES, 2008

Odail Thorns, Economic Development Director, and Beth Church, Personnel Generalist led the discussion and reviewed the Goals and Objectives set at the February

2007 Strategic Planning Session which were:

- Crime and Public Safety Issues
- Neighborhood Revitalization and City Beautification
- Recreational Offerings and Youth Activities
- Maintain and Enhance City Revenue Efforts
- Organizational Development

The group examined the goals set and determined what initiatives had been taken to reach these goals. A letter grade was assigned to each initiative to evaluate progress.

(The group broke into teams to review the prior goals and objectives and discuss whether or not the priorities had changed. They were also asked to review the issues raised by certain Council members in the past year.)

Upon regrouping, the teams shared and posted their ideas. Each individual voted on the importance of each item listed which resulted in the revised list of priorities:

- Crime & Public Safety Issues
- City Revenue Structure
- Neighborhood Revitalization & City Beautification
- Recreation & Youth Activities
- Organizational Development
- Business/Economic Development.

QUESTION AND ANSWER/WRAP UP

City Manager Darnell Earley stressed the need for all to speak on the City's Vision and Mission. He thanked all for attending and noted the next session would be in July.

ADJOURNMENT

At 4:17 p.m., Councilman Virciglio moved to adjourn the meeting.
Adopted unanimously.

Diane M. Herman
City Clerk