

## AGENDA

REGULAR MEETING OF THE WEST BRANCH CITY COUNCIL TO BE HELD IN PERSON AT WEST BRANCH CITY HALL, 121 N. FOURTH ST. ON MONDAY, JUNE 19, 2023, BEGINNING AT 6:00 P.M.

PLEASE NOTE: All guests and parties in attendance are asked to sign in if they will be making any comments during meetings, so that the City Clerk may properly record your name in the minutes. Public comments are limited to 3 minutes in length while matters from the floor are limited to 10 minutes. All in attendance are asked to silence all cell phones and other electronic devices. Accommodations are available upon request to those who require alternately formatted materials or auxiliary aids to ensure effective communication and access to City meetings or hearings. All request for accommodations should be made with as much advance notice as possible, typically at least 10 business days in advance by contacting City Clerk Lori Ann Clover at (989) 345-0500. [DISCLAIMER: Views or opinions expressed by City Council Members or employees during meetings are those of the individuals speaking and do not represent the views or opinions of the City Council or the City as a whole.] [NOTICE: Audio and/or video may be recorded at public meetings of the City Council.]

- I. Call to order
- II. Roll call
- III. Pledge of Allegiance
- IV. Scheduled Matters from the Floor
  - A. County Update
  - B. Bob Hutchins from the Historical Society
- V. Public hearing
- VI. Additions to the agenda
- VII. Public comment on agenda items only (limited to 3 minutes)
- VIII. Bids
- IX. Unfinished Business
- X. New Business
  - A. Bills
  - B. Excuse Member Adair
  - C. Resolution 23-18 Sewer Rates
  - D. Resolution 23-19 FY 2022/2023 Budget Amendment
  - E. Liability & Property Pool Insurance Renewal for 2023/2024
  - F. Cyber Insurance Renewal for 2023/2024
  - G. West Branch Marketing Plan 2023
- XI. Approval of the minutes and summary from the regular meeting held June 5, 2023.
- XII. Consent Agenda
  - A. Treasurer's Report and Investment Summary
  - B. West Branch Police Department May 2023 Report
- XIII. Communications
- XIV. Reports

- A. Mayor
- B. Council
- C. Manager
  - 1. Leave carryover request

XV. Public comment any topic

XVI. Adjournment

UPCOMING MEETINGS-EVENTS

June 20 WWTPA 3:30 pm  
June 21 Airport Board 12:15 pm  
June 24 City Wide Garage Sale  
June 27 DDA 12:00 pm  
June 29 Music in the Park  
July 4 City Hall Closed – Independence Day  
July 10 City Council 6:00 pm  
July 11 Planning Commission 6:00 pm  
July 17 Recreation Committee 6:00 pm  
July 19 Airport Board 12:15 pm  
July 24 City Council 6:00 pm  
July 25 DDA 12:00 pm

*ATTACHED IS A  
LIST OF THE  
BILLS TO BE APPROVED  
AT THIS COUNCIL MEETING*

BILLS	\$32,369.42
<i>BILLS AS OF 6/16/23</i>	<i>\$32,369.42</i>
<i>Additions to Bills as of</i>	<i>\$0</i>
<i>Paid but not approved</i>	<i>\$110.00</i>
<b>TOTAL BILLS</b>	<b>\$32,479.42</b>

**BILLS ARE AVAILABLE  
AT THE MEETING  
FOR COUNCIL'S REVIEW**

Vendor Name	Amount	Description
BBC DISTRIBUTING	94.09	WWTP SUPPLIES
BELL EQUIPMENT CO	405.34	PARTS
BS & A SOFTWARE	2,115.00	BUILDING SOFTWARE SETUP
CONSUMERS ENERGY	7,878.49	ELECTRIC
DEAN ARBOUR FORD	1,589.71	POLICE REPAIRS
DO ALL INC	566.80	RECYCLING CENTER MAY
FINISHED CONCRETE INC	470.00	GRAFFITI REMOVAL IN PARK
FIRST ADVANTAGE OCCUP HEALTH SVC GR	341.28	DRUG TEST WILTSE
GFL ENVIRONMENTAL	11,628.10	GARBAGE SERVICE JUNE
GREG WANGLER AUTO REPAIR	3,150.87	REPAIRS
MI DEPT OF AGRICULTURE	100.00	REFUND DEPOSIT FOR COUNCIL CHAMBER
MICHIGAN BARK PRODUCTS INC	240.00	MULCH
MIRANDA & THE M 80S	1,200.00	SUMMER MUSIC SERIES
MUFFLER MAN	340.00	POLICE REPAIRS
MY MICHIGAN HEALTH	113.00	PREEMPLOYMENT PENNINGTON
NORTHERN MOW & TRIM	315.00	MOWINGS MAY
OFFICE CENTRAL	150.96	SUPPLIES
SAVE A LOT	144.49	VARIOUS SUPPLIES
SELLEY'S CLEANERS	21.00	POLICE DRY CLEANING
SIGMA ALDRICH INC	565.93	WWTP SUPPLIES
STATE OF MICHIGAN	32.00	WATER SAMPLES
SUMMIT FIRE PROTECTION	261.20	FIRE EXTINGUISHER INSPECTIONS
TEAMROOM APPROACH LLC	450.00	SWAT TRAINING
VERIZON WIRELESS	146.16	CELL PHONES
ZIERLER, JUSTIN	50.00	LARGE PAVILION REFUND
<b>TOTAL</b>	<b>32,369.42</b>	

## RESOLUTION #23-18

### SEWER RATES

WHEREAS, the West Branch City Council is authorized by Ordinance to set water and sewer rates by resolution, and

WHEREAS, the rates are established to cover all financial obligations of the water system and the sewer system, and

WHEREAS, the West Branch City Council and staff have performed an in-depth review of the rate structures;

NOW, THEREFORE, BE IT RESOLVED, that the West Branch City Council hereby sets the ready to serve rates for the sewer system as follows:

WATER METER SIZE	READY TO SERVE FEE
5/8" OR 3/4"	\$4.80
1"	\$8.54
1 1/4"	\$13.34
1 1/2"	\$19.20
2"	\$34.14
3"	\$76.82
4"	\$136.56

FURTHER BE IT RESOLVED, that the West Branch City Council hereby sets the consumption rates as follows:

	SEWER	SEWER	SEWER
		COLLECTION	DEBT
0-10,000 gallons -	\$5.30	\$1.52	\$6.26
10,001-100,000 gallons-	\$5.79	\$1.67	\$6.26
100,001+-	\$6.29	\$1.82	\$6.26

## RESOLUTION #23-19

WHEREAS, City staff compares the year to date actual with the budgeted amount of all revenue and expenditures monthly; and

WHEREAS, the revenues in Fund 101, General Fund, were increased due to the understatement of the personal property tax loss calculation, and

WHEREAS, the expenses in Fund 101, General Fund, were increased due to an understatement of health insurance and MERS expenses in the police and public works line items, and

WHEREAS, the revenues in Fund 590, Sewer Fund, were increased due to the understatement of late fees and lab service fees, and

WHEREAS, the expenses in Fund 590, Sewer Fund, were increased due to the understatement of health insurance and MERS expenses, and

WHEREAS, the revenues in Fund 591, Water Fund, were increased due to the understatement of penalties, and

WHEREAS, the expenses in Fund 591, Water Fund, were increased due to an understatement of health insurance, contractual services, and equipment rental., and

WHEREAS, the revenues and expenses in Fund 592, Water Replacement fund were both increased due to grant work being done, and

WHEREAS, the expenses in Fund 202, Major Street Fund, were increased due to an understatement in the transfer to Local Street Fund line item, and

WHEREAS, the revenues and expenses in Fund 243, Brownfield Authority Fund, were increased due to grant work performed at a local Brownfield site, and

WHEREAS, the revenues in Fund 661, Equipment Fund were decreased due to the grant reimbursement for the DPW service truck not being received during this fiscal year, and

WHEREAS, the expenses in Fund 661, Equipment Fund were increased due to higher than anticipated repairs in both the general equipment repairs and police line item repairs, and

NOW, THEREFORE, BE IT RESOLVED, that the West Branch City Council hereby adopts the following budget amendments:

GL NUMBER	DESCRIPTION	2022-23 CURRENT BUDGET	2022-23 AMENDED BUDGET
<b>Fund 101 - GENERAL FUND</b>			
Revenues			
Dept 000.000			
101-000.000-401.000	TAXES CONTROL (MANDATORY)	0.00	0.00
101-000.000-403.400	CURRENT PROPERTY TAX GEN.OP.	888,000.00	888,000.00
101-000.000-404.400	CURRENT PROPERTY TAX REFUSE	182,000.00	182,000.00
	PERSONAL PROPERTY TAX LOSS		
101-000.000-408.400	REIMBURSEMENT	61,500.00	131,000.00
101-000.000-446.400	PENALTIES AND INTEREST CUR.TA	13,865.00	13,865.00
101-000.000-448.400	ADMINISTRATIVE FEES ON CUR.TA	33,350.00	33,350.00
101-000.000-477.400	CABLE TV FRANCHISE FEES	36,000.00	36,000.00
101-000.000-528.000	OTHER FEDERAL GRANTS	0.00	0.00
101-000.000-540.400	MDOT FEDERAL REVENUE	0.00	0.00
101-000.000-564.400	INDUSTRIAL PARK ADMIN FEE	1,000.00	1,000.00
101-000.000-574.400	SALES (STATUTORY)	31,945.00	31,945.00
101-000.000-575.400	REVENUE SHARING (CONSTITUTIONAL)	222,000.00	222,000.00
101-000.000-577.400	LIQUOR LICENSE	4,345.00	4,345.00
101-000.000-590.400	SEWER FUND ADMINISTRATION	50,000.00	50,000.00
101-000.000-590.401	SEWER COLLECTION ADMIN.	16,000.00	16,000.00
101-000.000-591.400	WATER FUND ADMINISTRATION	20,000.00	20,000.00
101-000.000-592.400	LOCAL STREET ADMIN. FEE	4,400.00	4,400.00
101-000.000-593.400	MAJOR STREET ADMIN. FEE	9,500.00	9,500.00
101-000.000-594.400	CEMETERY ADMIN. FEE	1,000.00	1,000.00
101-000.000-597.400	DDA ADMINISTRATIVE	2,400.00	2,400.00
101-000.000-634.400	GRANT	0.00	0.00
101-000.000-638.400	PROJECT INCOME	0.00	0.00
101-000.000-661.400	EQUIPMENT FUND ADMIN FEE	12,000.00	12,000.00
101-000.000-664.400	INTEREST INCOME	300.00	300.00
101-000.000-672.400	VETERAN BANNER CONTRIBUTIONS	2,800.00	2,800.00
101-000.000-693.400	NSF FEES	0.00	0.00
101-000.000-695.400	MISCELLANEOUS	19,500.00	19,500.00
101-000.000-695.405	REFUSE RECYCLING DONATIONS	0.00	0.00
Total Dept 000.000		1,611,905.00	1,681,405.00
Dept 262.000 - ELECTIONS			
Total Dept 262.000 - ELECTIONS		3,600.00	3,600.00
Dept 265.000 - MUNICIPAL PROPERTIES			

Total Dept 265.000 - MUNICIPAL PROPERTIES	4,475.00	4,475.00
Dept 265.999 - INSTALLMENT PURCHASE AGREEMENT EXPENSE		
Total Dept 265.999 - INSTALLMENT PURCHASE AGREEMENT EXPENSE	0.00	0.00
Dept 284.000 - COMMUNITY PROMOTIONS		
Total Dept 284.000 - COMMUNITY PROMOTIONS	0.00	0.00
Dept 301.000 - POLICE DEPARTMENT		
Total Dept 301.000 - POLICE DEPARTMENT	139,092.00	139,092.00
Dept 441.000 - PUBLIC WORKS DEPARTMENT		
Total Dept 441.000 - PUBLIC WORKS DEPARTMENT	88,640.00	88,640.00
Dept 528.000 - SOLID WASTE		
Total Dept 528.000 - SOLID WASTE	6,340.00	6,340.00
Dept 721.000 - PLANNING AND ZONING		
Total Dept 721.000 - PLANNING AND ZONING	3,000.00	3,000.00
Dept 751.000 - PARKS AND RECREATION		
Total Dept 751.000 - PARKS AND RECREATION	4,300.00	4,300.00
TOTAL REVENUES	1,861,352.00	1,930,852.00
Expenditures		
Dept 000.000		
Total Dept 000.000	0.00	0.00
Dept 101.000 - LEGISLATIVE		
Total Dept 101.000 - LEGISLATIVE	20,100.00	20,100.00
Dept 172.000 - CITY MANAGER'S OFFICE		
Total Dept 172.000 - CITY MANAGER'S OFFICE	139,289.00	139,289.00
Dept 201.000 - INTERNAL SERVICES		
Total Dept 201.000 - INTERNAL SERVICES	45,575.00	45,575.00
Dept 209.000 - PROPERTY ASSESSMENT REVIEW		
Total Dept 209.000 - PROPERTY ASSESSMENT REVIEW	13,430.00	13,430.00
Dept 215.000 - CITY CLERK		



Total Dept 215.000 - CITY CLERK	71,579.00	71,579.00
Dept 228.000 - TECHNOLOGY		
Total Dept 228.000 - TECHNOLOGY	22,400.00	22,400.00
Dept 253.000 - CITY TREASURER		
Total Dept 253.000 - CITY TREASURER	110,455.00	110,455.00
Dept 262.000 - ELECTIONS		
Total Dept 262.000 - ELECTIONS	4,629.00	4,629.00
Dept 265.000 - MUNICIPAL PROPERTIES		
Total Dept 265.000 - MUNICIPAL PROPERTIES	53,597.00	53,597.00
Dept 265.999 - INSTALLMENT PURCHASE AGREEMENT EXPENSE		
Total Dept 265.999 - INSTALLMENT PURCHASE AGREEMENT EXPENSE	0.00	0.00
Dept 266.000 - LEGAL ASSISTANCE		
Total Dept 266.000 - LEGAL ASSISTANCE	27,001.00	27,001.00
Dept 284.000 - COMMUNITY PROMOTIONS		
Total Dept 284.000 - COMMUNITY PROMOTIONS	18,831.00	18,831.00
Dept 299.000 - CITY SERVICES		
Total Dept 299.000 - CITY SERVICES	57,400.00	57,400.00
Dept 301.000 - POLICE DEPARTMENT		
101-301.000-702.700 PROMOTION/BONUS	325.00	325.00
101-301.000-703.700 SALARIES AND WAGES	297,000.00	297,000.00
101-301.000-705.700 CHIEF OF POLICE	69,400.00	69,400.00
101-301.000-706.700 COMMUNITY POLICING	0.00	0.00
101-301.000-708.700 SICK LEAVE PAYOUT	250.00	250.00
101-301.000-710.700 OVERTIME	10,500.00	10,500.00
101-301.000-713.700 EMP. HEALTH OPTION	1,045.00	1,045.00
101-301.000-714.700 MANDATORY MEDICARE	5,583.00	5,583.00
101-301.000-715.700 SOCIAL SECURITY (EMPLOYER)	23,709.00	23,709.00
101-301.000-716.700 HEALTH INSURANCE PREMIUM	49,449.00	65,200.00
101-301.000-717.700 LIFE INSURANCE PREMIUM	1,105.00	1,105.00
101-301.000-718.700 MERS RETIREMENT (EMPLOYER)	96,000.00	106,000.00
101-301.000-718.701 EMPLOYER DEFERED COMP.	7,500.00	7,500.00
101-301.000-719.700 LONG TERM DISABILITY	3,582.00	3,582.00
101-301.000-720.700 WORKERS COMPENSATION PREMIUM	9,100.00	9,100.00

101-301.000-724.700	UNEMPLOYMENT INS. BENEFIT	85.00	85.00
101-301.000-727.700	OPERATING SUPPLIES	5,000.00	5,000.00
101-301.000-801.700	CONTRACTUAL SERVICES	3,630.00	3,630.00
101-301.000-811.700	MEMBERSHIP AND DUES	718.00	718.00
101-301.000-817.700	UNIFORMS	6,300.00	6,300.00
101-301.000-853.700	TELEPHONE/RADIO COMMUNICATION	5,000.00	5,000.00
101-301.000-941.700	EQUIPMENT RENTAL	9,500.00	9,500.00
101-301.000-955.700	DATA PROCESSING	6,057.00	6,057.00
101-301.000-956.700	EXPENSES	13,448.00	13,448.00
101-301.000-956.702	YOUTH SAFETY EXPENSE	2,000.00	2,000.00
101-301.000-956.703	K-9 EXPENSES	1,730.00	1,730.00
101-301.000-956.707	FORFEITURE EXPENSE	0.00	0.00
101-301.000-957.700	EDUCATION AND TRAINING LOCAL	5,600.00	5,600.00
101-301.000-957.701	EDUCATION 302	1,000.00	1,000.00
101-301.000-968.700	STING	4,000.00	4,000.00
101-301.000-977.700	CAPITAL ACQUISITIONS	0.00	0.00
Total Dept 301.000 - POLICE DEPARTMENT		638,616.00	664,367.00
Dept 336.000 - FIRE			
Total Dept 336.000 - FIRE		27,540.00	27,540.00
Dept 345.000 - CROSSING GUARDS			
Total Dept 345.000 - CROSSING GUARDS		8,046.00	8,046.00
Dept 441.000 - PUBLIC WORKS DEPARTMENT			
101-441.000-702.700	PROMOTION/BONUS	275.00	275.00
101-441.000-703.700	SALARIES AND WAGES	66,175.00	66,175.00
101-441.000-708.700	SICK LEAVE PAYOUT	0.00	0.00
101-441.000-710.700	OVERTIME	1,755.00	1,755.00
101-441.000-713.700	EMP. HEALTH OPTION	1,500.00	1,500.00
101-441.000-714.700	MANDATORY MEDICARE	991.00	991.00
101-441.000-715.700	SOCIAL SECURITY (EMPLOYER)	4,210.00	4,210.00
101-441.000-716.700	HEALTH INSURANCE PREMIUM	23,866.00	23,866.00
101-441.000-717.700	LIFE INSURANCE PREMIUM	824.00	824.00
101-441.000-718.700	MERS RETIREMENT (EMPLOYER)	80,000.00	87,500.00
101-441.000-718.701	EMPLOYER DEFERED COMP.	4,389.00	4,389.00
101-441.000-719.700	LONG TERM DISABILITY	2,500.00	2,500.00
101-441.000-720.700	WORKERS COMPENSATION PREMIUM	2,776.00	2,776.00
101-441.000-724.700	UNEMPLOYMENT INS. BENEFIT	10.00	10.00
101-441.000-727.700	OPERATING SUPPLIES	7,000.00	7,000.00
101-441.000-801.700	CONTRACTUAL SERVICES	1,799.00	1,799.00
101-441.000-801.701	INFRASTRUCTURE PROJECT	0.00	0.00
101-441.000-817.700	UNIFORMS	3,400.00	3,400.00

101-441.000-853.700	TELEPHONE/RADIO COMMUNICATION	5,027.00	5,027.00
101-441.000-865.700	PROFESSIONAL DEVELOPMENT	2,000.00	2,000.00
101-441.000-941.700	EQUIPMENT RENTAL	12,000.00	12,000.00
101-441.000-956.700	EXPENSES	600.00	600.00
101-441.000-956.708	INSURANCE CLAIM EXPENSE	0.00	0.00
Total Dept 441.000 - PUBLIC WORKS DEPARTMENT		221,097.00	228,597.00
Dept 444.000 - SIDEWALKS			
Total Dept 444.000 - SIDEWALKS		0.00	0.00
Dept 528.000 - SOLID WASTE			
Total Dept 528.000 - SOLID WASTE		213,033.00	213,033.00
Dept 537.000 -			
AIRPORT			
Total Dept 537.000 - AIRPORT		52,610.00	52,610.00
Dept 721.000 - PLANNING AND ZONING			
Total Dept 721.000 - PLANNING AND ZONING		4,471.00	4,471.00
Dept 728.000 - ECONOMIC DEVELOPMENT			
Total Dept 728.000 - ECONOMIC DEVELOPMENT		0.00	0.00
Dept 729.000 - CODE ENFORCEMENT			
Total Dept 729.000 - CODE ENFORCEMENT		0.00	0.00
Dept 751.000 - PARKS AND RECREATION			
Total Dept 751.000 - PARKS AND RECREATION		65,309.00	65,309.00
Dept 851.000 - INSURANCE AND RISK MANAGEMENT			
Total Dept 851.000 - INSURANCE AND RISK MANAGEMENT		15,500.00	15,500.00
Dept 900.000 - BAD DEBT			
Total Dept 900.000 - BAD DEBT		0.00	0.00
Dept 965.000 - TRANSFERS			
Total Dept 965.000 - TRANSFERS		25,000.00	25,000.00
Dept 965.209 - TRANSFER TO CEMETERY			
Total Dept 965.209 - TRANSFER TO CEMETERY		17,222.00	17,222.00
Dept 965.736 - TRANS TO FUND 736 OPEB			
Total Dept 965.736 - TRANS TO FUND 736 OPEB		0.00	0.00

TOTAL EXPENDITURES	1,872,730.00	1,905,981.00
<b>Fund 101 - GENERAL FUND:</b>		
TOTAL REVENUES	1,861,352.00	1,930,852.00
TOTAL EXPENDITURES	1,872,730.00	1,905,981.00
NET OF REVENUES & EXPENDITURES	(11,378.00)	24,871.00
CARRYOVER	578,069.00	602,940.00

#### **Fund 590 - SEWER FUND**

##### **Revenues**

##### **Dept 000.000**

590-000.000-625.400	BILLINGS	559,000.00	559,000.00
590-000.000-626.400	PENALTIES	3,000.00	5,200.00
590-000.000-634.400	GRANT	0.00	0.00
590-000.000-644.400	TAP FEES	0.00	0.00
590-000.000-648.400	LAB SERVICE FEES	35,000.00	75,000.00
590-000.000-664.400	INTEREST INCOME	0.00	0.00
590-000.000-695.400	MISCELLANEOUS	0.00	0.00
590-000.000-699.400	TRANSFER IN	10,000.00	0.00
Total Dept 000.000		607,000.00	639,200.00

TOTAL REVENUES	607,000.00	639,200.00
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##### **Expenditures**

##### **Dept 000.000**

590-000.000-956.802	BAD DEBT EXPENSE	0.00	0.00
Total Dept 000.000		0.00	0.00

##### **Dept 567.000 - TREATMENT PLANT**

590-567.000-702.700	PROMOTION/BONUS	200.00	200.00
590-567.000-703.700	SALARIES AND WAGES	209,325.00	209,325.00
590-567.000-708.700	SICK LEAVE PAYOUT	0.00	0.00
590-567.000-710.700	OVERTIME	12,000.00	12,000.00
590-567.000-713.701	OTHER HEALTH BENEFITS	0.00	0.00
590-567.000-714.700	MANDATORY MEDICARE	3,231.00	3,231.00
590-567.000-715.700	SOCIAL SECURITY (EMPLOYER)	13,722.00	13,722.00
590-567.000-716.700	HEALTH INSURANCE PREMIUM	40,777.00	45,100.00
590-567.000-717.700	LIFE INSURANCE PREMIUM	700.00	700.00
590-567.000-718.700	MERS RETIREMENT (EMPLOYER)	51,000.00	59,100.00
590-567.000-718.701	EMPLOYER DEFERED COMP.	4,800.00	4,800.00
590-567.000-718.702	PENSION EXPENSE GASB 68	0.00	0.00

590-567.000-719.700	LONG TERM DISABILITY	2,050.00	2,050.00
590-567.000-720.700	WORKERS COMPENSATION PREMIUM	3,300.00	3,300.00
590-567.000-724.700	UNEMPLOYMENT INS. BENEFIT	35.00	35.00
590-567.000-727.700	OPERATING SUPPLIES	30,620.00	30,620.00
590-567.000-727.702	SAFETY SUPPLIES	1,000.00	1,000.00
590-567.000-727.703	LAB SUPPLIES	12,000.00	12,000.00
590-567.000-741.700	POSTAGE	2,781.00	2,781.00
590-567.000-752.700	LICENSES - PERMITS	4,000.00	4,000.00
590-567.000-782.700	ADMINISTRATION	50,000.00	50,000.00
590-567.000-801.700	CONTRACTUAL SERVICES	18,575.00	18,575.00
590-567.000-811.700	MEMBERSHIP AND DUES	625.00	625.00
590-567.000-817.700	UNIFORMS	2,430.00	2,430.00
590-567.000-818.700	INS. PREMIUM - LIABILITY	3,495.00	3,495.00
590-567.000-853.700	TELEPHONE/RADIO COMMUNICATION	2,160.00	2,160.00
590-567.000-865.700	PROFESSIONAL DEVELOPMENT	2,500.00	2,500.00
590-567.000-922.700	PUBLIC UTILITIES	88,000.00	88,000.00
590-567.000-934.700	FACILITY MAINTENANCE	4,430.00	4,430.00
590-567.000-936.700	EQUIPMENT MAINTENANCE	10,525.00	10,525.00
590-567.000-941.700	EQUIPMENT RENTAL	11,119.00	11,119.00
590-567.000-956.700	EXPENSES	0.00	0.00
590-567.000-966.700	DEPRECIATION	0.00	0.00
590-567.000-975.700	BUDGETED PERCENTAGE	12,942.00	12,942.00
Total Dept 567.000 - TREATMENT PLANT		598,342.00	610,765.00
Dept 965.573 - TRANSFER TO WWTP AUTHORITY			
Total Dept 965.573 - TRANSFER TO WWTP AUTHORITY		8,000.00	8,000.00
TOTAL EXPENDITURES		606,342.00	618,765.00
Fund 590 - SEWER FUND:			
TOTAL REVENUES		607,000.00	639,200.00
TOTAL EXPENDITURES		606,342.00	618,765.00
NET OF REVENUES & EXPENDITURES		658.00	20,435.00
Fund 591 - WATER FUND			
Revenues			
Dept 000.000			
591-000.000-612.400	TRANS. FROM WATER REPLACEMENT	0.00	0.00
591-000.000-625.400	BILLINGS	503,410.00	503,410.00
591-000.000-626.400	PENALTIES	5,000.00	7,900.00
591-000.000-634.400	GRANT	0.00	0.00

591-000.000-644.400	TAP FEES	0.00	0.00
591-000.000-645.400	TURN ON CHARGES	0.00	0.00
591-000.000-646.400	HYDRANT RENTAL	17,995.00	17,995.00
591-000.000-647.400	METER SALES	0.00	0.00
591-000.000-664.400	INTEREST INCOME	0.00	0.00
591-000.000-695.400	MISCELLANEOUS	5,000.00	2,500.00
Total Dept 000.000		531,405.00	531,805.00
TOTAL REVENUES		531,405.00	531,805.00

#### Expenditures

##### Dept 000.000

591-000.000-703.700	SALARIES AND WAGES	46,746.00	46,746.00
591-000.000-710.700	OVERTIME	4,000.00	4,000.00
591-000.000-714.700	MANDATORY MEDICARE	804.00	804.00
591-000.000-715.700	SOCIAL SECURITY (EMPLOYER)	3,416.00	3,416.00
591-000.000-716.700	HEALTH INSURANCE PREMIUM	9,177.00	10,200.00
591-000.000-718.700	MERS RETIREMENT (EMPLOYER)	1,202.00	1,202.00
591-000.000-718.701	EMPLOYER DEFERED COMP.	956.00	956.00
591-000.000-718.702	PENSION EXPENSE GASB 68	0.00	0.00
591-000.000-720.700	WORKERS COMPENSATION PREMIUM	1,890.00	1,890.00
591-000.000-724.700	UNEMPLOYMENT INS. BENEFIT	10.00	10.00
591-000.000-727.700	OPERATING SUPPLIES	74,960.00	74,960.00
591-000.000-741.700	POSTAGE	2,655.00	2,655.00
591-000.000-782.700	ADMINISTRATION	20,000.00	20,000.00
591-000.000-801.700	CONTRACTUAL SERVICES	20,500.00	23,500.00
591-000.000-811.700	MEMBERSHIP AND DUES	355.00	355.00
591-000.000-818.700	INS. PREMIUM - LIABILITY	2,515.00	2,515.00
591-000.000-853.700	TELEPHONE/RADIO COMMUNICATION	460.00	460.00
591-000.000-865.700	PROFESSIONAL DEVELOPMENT	3,600.00	3,600.00
591-000.000-922.700	PUBLIC UTILITIES	14,500.00	14,500.00
591-000.000-941.700	EQUIPMENT RENTAL	34,000.00	35,500.00
591-000.000-956.700	EXPENSES	2,525.00	2,525.00
591-000.000-966.700	DEPRECIATION	0.00	0.00
591-000.000-994.700	BOND	0.00	0.00
591-000.000-995.700	INTEREST DUE ON BONDS	0.00	0.00
Total Dept 000.000		244,271.00	249,794.00

##### Dept 000.592 - TRANSFER TO REPLACEMENT

Total Dept 000.592 - TRANSFER TO REPLACEMENT		200,000.00	200,000.00
TOTAL EXPENDITURES		444,271.00	449,794.00

<b>Fund 591 - WATER FUND:</b>		
TOTAL REVENUES	531,405.00	531,805.00
TOTAL EXPENDITURES	444,271.00	449,794.00
NET OF REVENUES & EXPENDITURES	87,134.00	82,011.00
CARRYOVER	491,298.00	573,309.00

**Fund 592 - WATER REPLACEMENT FUND**

Revenues		
Dept 000.000		
592-000.000-634.400	GRANT	2,000,000.00
592-000.000-664.400	INTEREST INCOME	0.00
592-000.000-675.400	TRANSFER FROM WATER FUND	200,000.00
592-000.000-675.401	TRANSFER OF ARPA FUNDS	0.00
Total Dept 000.000		2,200,000.00

TOTAL REVENUES	2,200,000.00	2,260,000.00
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Expenditures		
Dept 000.000		
592-000.000-801.700	CONTRACTUAL SERVICES	2,000,000.00
592-000.000-994.700	BOND	21,000.00
592-000.000-995.700	INTEREST DUE ON BONDS	5,350.00
Total Dept 000.000		2,026,350.00

TOTAL EXPENDITURES	2,026,350.00	2,086,350.00
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<b>Fund 592 - WATER REPLACEMENT FUND:</b>		
TOTAL REVENUES	2,200,000.00	2,260,000.00
TOTAL EXPENDITURES	2,026,350.00	2,086,350.00
NET OF REVENUES & EXPENDITURES	173,650.00	173,650.00
CARRYOVER	820,077.00	820,077.00

**Fund 202 - MAJOR STREET FUND**

Revenues		
Dept 000.000		
Total Dept 000.000	295,200.00	295,200.00
TOTAL REVENUES	295,200.00	295,200.00

Expenditures

Dept 000.000

202-000.000-716.700 HEALTH INSURANCE PREMIUM

0.00

0.00

Total Dept 000.000

0.00

0.00

Dept 451.000 - CONSTRUCTION

Total Dept 451.000 - CONSTRUCTION

55,110.00

55,110.00

Dept 463.000 - ROUTINE MAINTENANCE

Total Dept 463.000 - ROUTINE MAINTENANCE

37,767.00

37,767.00

Dept 470.000 - NON MOTORIZED TRANSPORTATION

Total Dept 470.000 - NON MOTORIZED TRANSPORTATION

0.00

0.00

Dept 474.000 - TRAFFIC SERVICE

Total Dept 474.000 - TRAFFIC SERVICE

0.00

0.00

Dept 478.000 - WINTER MAINTENANCE

Total Dept 478.000 - WINTER MAINTENANCE

44,289.00

44,289.00

Dept 482.000 - ADMINISTRATION

Total Dept 482.000 - ADMINISTRATION

9,200.00

9,200.00

Dept 485.000 - TRAFFIC SIGNAL TRUNKLINE

Total Dept 485.000 - TRAFFIC SIGNAL TRUNKLINE

9,601.00

9,601.00

Dept 486.000 - SURFACE MAINTENANCE TRUNKLINE

Total Dept 486.000 - SURFACE MAINTENANCE TRUNKLINE

6,283.00

6,283.00

Dept 487.000 - GUARD RAILS & POSTS TRUNKLINE

Total Dept 487.000 - GUARD RAILS & POSTS TRUNKLINE

0.00

0.00

Dept 488.000 - SWEEPING & FLUSHING TRUNKLINE

Total Dept 488.000 - SWEEPING & FLUSHING TRUNKLINE

2,915.00

2,915.00

Dept 489.000 - TRUNKLINE SNOW REMOVAL

Total Dept 489.000 - TRUNKLINE SNOW REMOVAL

11,449.00

11,449.00

Dept 490.000 - TREES & SHRUBS TRUNKLINE

Total Dept 490.000 - TREES & SHRUBS TRUNKLINE

361.00

361.00

Dept 491.000 - DRAINAGE & BACKSLOPES TRUNK.



Total Dept 491.000 - DRAINAGE & BACKSLOPES TRUNK.	35.00	35.00
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Dept 497.000 - WINTER MAINTENANCE TRUNKLINE

Total Dept 497.000 - WINTER MAINTENANCE TRUNKLINE	23,836.00	23,836.00
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Dept 498.000 - TRUNKLINE TAXES/ADMINISTRATION

Total Dept 498.000 - TRUNKLINE TAXES/ADMINISTRATION	2,000.00	2,000.00
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Dept 965.000 - TRANSFERS

202-965.000-948.700	DDA MAINTENANCE	0.00	0.00
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202-965.000-970.700	TRANSFER TO LOCAL STREET	60,000.00	65,600.00
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Total Dept 965.000 - TRANSFERS		60,000.00	65,600.00
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TOTAL EXPENDITURES		260,846.00	266,446.00
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Fund 202 - MAJOR STREET FUND:

TOTAL REVENUES		295,200.00	295,200.00
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TOTAL EXPENDITURES		260,846.00	266,446.00
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NET OF REVENUES & EXPENDITURES		34,354.00	28,754.00
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CARRYOVER		662,058.00	690,812.00
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#### Fund 243- BROWNFIELD AUTHORITY FUND

Revenues

Dept 000.000

243-000.000-634.400	GRANT	19,000.00	31,000.00
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243-000.000-664.400	INTEREST INCOME	0.00	0.00
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Total Dept 000.000		19,000.00	31,000.00
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TOTAL REVENUES		19,000.00	31,000.00
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Expenditures

Dept 000.000

243-000.000-801.700	CONTRACTUAL SERVICES	18,000.00	30,000.00
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243-000.000-956.700	EXPENSES	168.50	169.00
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Total Dept 000.000		18,168.50	30,169.00
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TOTAL EXPENDITURES		18,168.50	30,169.00
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Fund 243 - BROWNFIELD REDEVELOPMENT AUTHORITY FUND:

TOTAL REVENUES		19,000.00	31,000.00
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TOTAL EXPENDITURES		18,168.50	30,169.00
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NET OF REVENUES & EXPENDITURES		831.50	831.00
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CARRYOVER	0.00	831.00
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**Fund 661 - EQUIPMENT FUND**

Revenues

Dept 000.000

	WATER FUND EQUIPMENT		
661-000.000-601.400	RENTAL	35,000.00	35,000.00
661-000.000-602.400	SEWER FUND EQUIPMENT RENTAL	12,000.00	12,000.00
661-000.000-602.402	SEWER COLLECITON EQUIP. RENT	16,000.00	16,000.00
	LOCAL STREET EQUIPMENT		
661-000.000-603.400	RENTAL	20,700.00	20,700.00
	MAJOR STREET EQUIPMENT		
661-000.000-604.400	RENTAL	38,000.00	38,000.00
661-000.000-607.400	CEMETERY EQUIPMENT RENTAL	10,000.00	10,000.00
661-000.000-608.400	INDUSTRIAL PARK EQUIP. RENTAL	2,300.00	2,300.00
661-000.000-609.400	TRUNKLINE EQUIPMENT RENTAL	25,000.00	25,000.00
661-000.000-613.400	DDA EQUIP. RENTAL	0.00	0.00
661-000.000-614.400	GENERAL FUND EQUIP. RENTAL	54,200.00	54,200.00
661-000.000-634.400	GRANT	45,450.00	0.00
661-000.000-664.400	INTEREST INCOME	500.00	500.00
661-000.000-673.000	SALE OF FIXED ASSETS	1,500.00	1,500.00
661-000.000-695.400	MISCELLANEOUS	0.00	0.00
661-000.000-695.408	INSURANCE CLAIM INCOME	5,052.00	5,052.00
Total Dept 000.000		265,702.00	220,252.00

TOTAL REVENUES	265,702.00	220,252.00
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Expenditures

Dept 000.000

661-000.000-703.700	SALARIES AND WAGES	12,500.00	12,500.00
661-000.000-710.700	OVERTIME	145.00	145.00
661-000.000-714.700	MANDATORY MEDICARE	183.00	183.00
661-000.000-715.700	SOCIAL SECURITY (EMPLOYER)	700.00	700.00
661-000.000-716.700	HEALTH INSURANCE PREMIUM	2,398.00	2,398.00
661-000.000-718.700	MERS RETIREMENT (EMPLOYER)	200.00	200.00
661-000.000-718.701	EMPLOYER DEFERED COMP.	210.00	210.00
	WORKERS COMPENSATION		
661-000.000-720.700	PREMIUM	457.00	457.00
661-000.000-724.700	UNEMPLOYMENT INS. BENEFIT	2.00	2.00
661-000.000-782.700	ADMINISTRATION	12,000.00	12,000.00
661-000.000-801.700	CONTRACTUAL SERVICES	0.00	0.00
661-000.000-805.700	REPAIR/PARTS	47,000.00	49,250.00
661-000.000-806.700	REPAIR/PARTS POLICE	13,000.00	14,000.00

661-000.000-818.700	INS. PREMIUM - LIABILITY	24,631.00	24,631.00
661-000.000-856.700	FUEL	35,000.00	35,000.00
661-000.000-868.700	FLUIDS	0.00	0.00
661-000.000-956.700	EXPENSES	60.00	60.00
661-000.000-956.708	INSURANCE CLAIM EXPENSE	5,215.00	5,215.00
661-000.000-966.700	DEPRECIATION	0.00	0.00
661-000.000-966.701	DEP.EXP. PUBLIC SAFETY	0.00	0.00
661-000.000-977.700	CAPITAL ACQUISITIONS	60,600.00	60,600.00
661-000.000-992.000	INTEREST EXPENSE	0.00	0.00
661-000.000-994.700	BOND	40,850.00	40,850.00
661-000.000-995.700	INTEREST DUE ON BONDS	4,255.00	4,255.00
Total Dept 000.000		259,406.00	262,656.00
TOTAL EXPENDITURES		259,406.00	262,656.00
Fund 661 - EQUIPMENT FUND:			
TOTAL REVENUES		265,702.00	220,252.00
TOTAL EXPENDITURES		259,406.00	262,656.00
NET OF REVENUES & EXPENDITURES		6,296.00	(42,404.00)
CARRYOVER		380,870.00	338,446.00

# **Sole Source Vendor Exception Request**

for

## **Insurance coverage**

from

**MML**

**6/19/23**

Pursuant to City Ordinance § 33.09 **SOLE SOURCE VENDORS**, “Supplies, materials, equipment and services may be purchased without formal bidding when the City Manager demonstrates in writing to the City Council that there is only one practical source for the supply, material, equipment or service.”

As such, City Manager, John Dantzer, is requesting City Council forego formal bidding and approve the proposal for the liability and property pool insurance and cyber coverage to MML based on the following reasons:

- In the past when the insurance has been bid, MML has submitted the lowest prices.
- MML continues to provide exceptional service.
- The renewal rate is very reasonable.

Thank you.

City Manager John Dantzer



michigan municipal league

# Liability & Property Pool

## Renewal Summary

for the

# City of West Branch

Connie M. Monson  
MML Liability & Property Pool  
(877) 370-8892

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***This proposal is intended to be only a summary of coverages and services. For specific details on coverage terms and conditions, please refer to the Michigan Municipal League Liability and Property Pool coverage document.***

# Executive Overview

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The Michigan Municipal League Liability and Property Pool has been a stable source of comprehensive municipal insurance and risk management services since 1982. It is financially secure and positioned for long-term stability. The **City of West Branch** has been a Pool member since **2016**.

The Pool staff is made up of municipal insurance experts. Municipal risk management is our only business, and we're proud of it!

The Pool provides insurance coverage designed specifically for Michigan municipal exposures, combined with a package of loss control programs, claims administration, legal defense and membership services that you won't find anywhere else in Michigan.

This renewal summary is based on the the limits of coverage requested by the **City of West Branch**. Higher limits may be available, subject to underwriting review by Pool Management. Please submit requests for higher limits in writing to your Account Executive. Your request will be considered by Pool Management.

The insurance and related services described more fully in this summary are being offered to the **City of West Branch** for an annual premium of **\$51,438**.

When compared to last year's cost of \$49,252 it represents a premium increase of **\$2,186**. We applied a 4% Inflation Guard to property values to protect values from rising costs of building construction and repair. The City has one more automobile and one additional police officer. The City's current 5 year loss ratio is 93%.

**2023 MML Dividend** - Board of Trustees voted to return another post-renewal dividend for Members renewing in 2023. The **City of West Branch's** dividend return is **\$4,290**. The City will receive this dividend in the month following payment of your 2023 renewal premium.

Thank you for being a Pool member. We look forward to servicing your risk management program for many years to come.

## **Our Mission**

**To be a long-term, stable, cost-effective risk management alternative for members of the Michigan Municipal League Liability and Property Pool.**

# Introduction

---

## ***What You Can Expect Of Us***

- ✓ A commitment to learn, understand and respond to your insurance needs;
- ✓ Continuous planning and innovation in product development and service delivery;
- ✓ Products that meet your needs in terms of price, coverage and service;
- ✓ Prompt, accurate, and courteous response to your questions, problems and claims; and
- ✓ Knowledgeable and professional staff serving your needs consistently and with integrity.

## ***Your Pool Insures More Than . . .***

- |                                |                                  |
|--------------------------------|----------------------------------|
| ✓ 433 Public Entity Members    | ✓ 195 Water Utilities            |
| ✓ 139 Fire Departments         | ✓ 218 Sewer Utilities            |
| ✓ 170 Law Enforcement Agencies | ✓ 24 Municipal Marinas           |
| ✓ 2,195 Police Officers        | ✓ \$5 Billion of Property Values |
| ✓ 5,772 Miles of Streets/Roads | ✓ 206 Water Service Operations   |
| ✓ 6,950 Vehicles               | ✓ 17 Dams                        |
| ✓ 16 Electric Utilities        |                                  |

These local communities are current Pool members:

City of Tawas City

City of Midland

City of Gladwin





michigan municipal league  
Liability & Property Pool

## Coverage and Cost Summary City Of West Branch

Effective 07-01-2023 to 07-01-2024

Coverages	Limit of Liability	Aggregate Limit	Per Occurrence Deductible
Municipal General Liability (Coverage A)	\$2,000,000	N/A	\$0
Sewer Back-Up Sublimit	\$100,000	\$100,000	\$0
Personal Injury Liability (Coverage B)	\$2,000,000	N/A	\$0
Medical Payments (Coverage C)	\$10,000	N/A	N/A
Public Officials Liability (Coverage D)	\$2,000,000	N/A	\$0
Law Enforcement Liability (Coverages A, B, and D)	\$2,000,000	N/A	\$0
Employee Benefit Liability	\$1,000,000	\$1,000,000	\$0
Fire Legal Liability	\$500,000	N/A	N/A
Cyber Liability & Data Breach Response	\$100,000	\$100,000	See Declaration
Dam Liability	No Coverage	N/A	N/A
Marina Operator Liability	No Coverage	N/A	N/A
Uninsured/Underinsured Motorists Coverage	\$500,000	N/A	\$0
Automobile Liability (Coverages A and B)	\$2,000,000	N/A	\$0
<u># Vehicles</u>	<u>Comp</u>	<u>Coll</u>	
23	\$250	\$250	

Agreed Amount, if applicable 3 Vehicles for a total of \$165,000

*Coverages A, B, and D are provided with a combined single limit of liability. The most the Pool will pay for any one occurrence is \$2,000,000 regardless of the number of coverages involved in the occurrence.*

### Property

Property - Blanket Basis	\$7,543,753	N/A	\$250
Boiler and Machinery	Included	N/A	\$250
Building(s)	Included	N/A	\$250
Cemetery Property - up to \$500 per headstone	# Plots: 16,000	N/A	\$500
Contents	Included	N/A	\$250
Property in the Open	Included	N/A	\$250
Protection & Preservation	Included	N/A	N/A
Property - Actual Cash Value	N/A	N/A	N/A
Property - Limited Replacement Cost	N/A	N/A	N/A
Property - No Coverage	N/A	N/A	N/A
Property - Replacement Cost	See Schedule	N/A	\$0
2019 Belgian Malinois, Kony	\$15,000	N/A	\$250
Accounts Receivable	\$250,000	N/A	\$250
Consequential Damage	\$100,000	N/A	N/A



## Coverage and Cost Summary City Of West Branch

Effective 07-01-2023 to 07-01-2024

Coverages	Limit of Liability	Aggregate Limit	Per Occurrence Deductible
Contractors Equipment	\$625,500	N/A	\$250
Debris Removal - the lesser of 25% of physical damage loss or	\$5,000,000	\$5,000,000	N/A
Demolition & Increased Costs of Construction Limit	\$100,000	N/A	N/A
Earth Movement	\$2,000,000	\$2,000,000	\$5,000
Electronic Data Processing Equip	\$100,000	N/A	\$250
Expediting Expense	\$100,000	N/A	N/A
Extra Expense	\$500,000	N/A	N/A
Fine Arts	\$100,000	N/A	\$250
Flood (Except for Members located in Flood Zone A, AO, AH, A1-A999, AE, or AR)	\$1,000,000	\$1,000,000	\$5,000
Fungal Pathogens	\$25,000	\$25,000	\$250
Loss of Income	\$500,000	N/A	N/A
Loss of Rents	\$100,000	N/A	N/A
Misc. Property	\$75,000	N/A	\$250
Ornamental Trees, Shrubs, Plants or Lawn	\$5,000	\$10,000	\$250
Personal Effects & Property of Others	\$500	\$2,500	\$250
Valuable Papers	\$250,000	N/A	\$250
<b><u>Comprehensive Crime Coverage</u></b>			
Employee Dishonesty Blanket/Faithful Performance	\$200,000	N/A	N/A
Computer Fraud	\$100,000	N/A	N/A
Depositors Forgery	\$100,000	N/A	N/A
Funds Transfer Fraud	\$100,000	N/A	N/A
Impersonation Fraud	\$100,000	N/A	N/A
Money and Securities Inside	\$100,000	N/A	N/A
Money and Securities Outside	\$100,000	N/A	N/A
Money Orders and Counterfeit Paper	\$100,000	N/A	N/A
<b><u>Bonds</u></b>			
Bond #: A Clerk	\$200,000	N/A	N/A
Bond #: B Treasurer	\$200,000	N/A	N/A
Bond #: C City Manager	\$200,000	N/A	N/A

*Only one deductible applies to claims involving two or more property coverages.*

## ***Your Team of Experts***



**Connie Monson**  
**MML Account Executive**  
**(877) 370-8892**



**Michael J. Forster**  
**Pool Administrator**  
**(734) 669-6340**



**Joan Opett**  
**(248) 204-8579**



**Katelyn Petracca**  
**(248) 204-6160**

**Customer Service Representatives**



**Christopher Flechsig**  
**Claims Supervisor**  
**(810) 844-8146**



**Matt Hines**  
**Loss Control Supervisor**  
**(248) 791-4371**

## ***Benefits of Pooling with the MML***

- ✓ Proven long-term availability and stability
- ✓ Broad coverage document written specifically for Michigan municipalities
- ✓ Services tailored to unique needs of Michigan municipalities
- ✓ Member assets controlled by an elected Board of municipal officials
- ✓ Equitable rating based on Pool experience in Michigan
- ✓ Aggressive defense strategy – positive impact on case law
- ✓ Professional, dedicated, and experienced local management, oversight and service
- ✓ Decisions made and problems resolved by a group of your peers
- ✓ Investment income and underwriting surplus used to benefit members
- ✓ Lower expenses through tax-exempt and non-profit status
- ✓ Special loss avoidance training sessions including:
  - ✓ Safety aspects of emergency vehicle operations
  - ✓ Accident investigation for supervisors
  - ✓ Confined spaces training

**The advantages of pooling can be summarized by:**

**Service + Control + Value**

## **City of West Branch Has . . .**

- ✓ \$7,543,753 of total values for real and personal property
- ✓ \$1,010,497 Annual Payroll
- ✓ 8 Law Enforcement Officers
- ✓ 23 Vehicles
- ✓ 3 Police vehicles with Agreed Value

## ***Increased Liability Limits***

We cannot guarantee the adequacy of any limit of liability. Due to the following factors, it may be prudent to consider higher limits:

- ✓ Increased jury awards in your jurisdiction
- ✓ Increased litigation trends
- ✓ Protection of tax base against judgments in excess of your policy limits

If you are interested in increasing your liability limits, please contact your Account Executive.

# Highlights of Coverages Provided

## Who Is Insured?

The Pool member entity, elected and appointed officials, employees and authorized volunteers, and any person officially appointed to a Board or Commission

## General Liability

In addition to standard liability coverages (bodily injury, property damage, products and completed operations) the Pool provides coverages that municipalities need on an **occurrence basis with no aggregate liability limits**:

- ✓ Liability resulting from mutual aid agreements
- ✓ Premises medical payments
- ✓ Host liquor liability
- ✓ Watercraft liability, owned less than 26' and non-owned less than 50'
- ✓ Special events **excluding -**
  - Fireworks (unless endorsed)
  - Liquor Liability
  - Mechanical Amusement Rides
- ✓ Fire legal liability for real property
- ✓ Ambulance and EMT malpractice

### **Fireworks Coverage Options: (Fireworks application must be completed before coverage is endorsed)**

1. The MML Liability & Property Pool is primary (the Member is not added as an additional insured on a pyrotechnician's coverage):

Annual Aggregate Sublimit
\$500,000
\$1,000,000

Additional Premium
Yes
Yes

2. The MML Liability & Property Pool is excess (the Member is added as an additional insured on a pyrotechnician's coverage):

**NO ADDITIONAL PREMIUM**

- ✓ Athletic participation liability
- ✓ Employee benefit liability
- ✓ Cemetery operations coverage
- ✓ Marina Operators coverage available
- ✓ Up to \$10 million in liability limits available
- ✓ Pollution coverage for Hazardous Response Teams
- ✓ Cyber Liability and Data Breach Response Coverage – as described on MMLCYD (09/17)

## General Liability Exclusions

The following is a partial list of general liability coverage exclusions. Consult the coverage document for the complete listing:

- ✓ Pollution (except for Hazmat operations).
- ✓ Nuclear energy / nuclear material hazards
- ✓ Expected or intended injury
- ✓ Breach of contract
- ✓ Failure of dams (unless endorsed)
- ✓ Backup of Sewers and Drains (**exception – \$100,000 Annual Aggregate Sublimit for Sewer and Drain Liability**)
- ✓ Aircraft Liability – (Unless Endorsed – Limited Coverage for Unmanned Aircraft—MML236)
- ✓ Contractual Liability
- ✓ Failure to supply utilities
- ✓ Electromagnetic radiation
- ✓ Medical malpractice for doctors and physicians
- ✓ Criminal activity--Intentional acts w/knowledge of wrongdoing

## **Cyber Liability and Data Breach Response Coverage**

- ✓ Information Security and Privacy Liability
- ✓ Privacy Breach Response Services
- ✓ Regulatory Defense and Penalties
- ✓ Website Media Content Liability
- ✓ PCI Fines, Expenses and Costs
- ✓ Cyber Extortion
- ✓ First Party Data Protection
- ✓ First Party Business Interruption

## **Public Officials Liability Coverage**

“Wrongful Acts”, including intentional acts, defined as any actual or alleged error, misstatement, act of omission, neglect or breach of duty including:

- ✓ Neglect of duty
- ✓ Zoning defense and land use litigation
- ✓ Malfeasance
- ✓ Violation of civil rights
- ✓ Discrimination
- ✓ Employment practices
- ✓ Misfeasance
- ✓ Cable TV broadcasting

## **Public Officials Liability Exclusions**

The following is a partial list of public officials' liability coverage exclusions. Consult the coverage document for the complete listing:

- ✓ Pollution and Nuclear Energy
- ✓ Fraud, dishonesty, intentional and criminal acts
- ✓ Failure to purchase coverage or adequate coverage
- ✓ Return of governmental grants or subsidies
- ✓ Intentional acts with knowledge of wrongdoing
- ✓ Eminent domain / takings
- ✓ Illegal profit
- ✓ Labor union actions
- ✓ ERISA violations
- ✓ Backup of Sewers and Drains

## **Personal Injury & Advertising / Broadcasters Liability Coverage**

- ✓ Mental anguish and stress
- ✓ Libel, slander or defamation of character; violation of an individual's right of privacy
- ✓ Proactive services for non-monetary damage claims

## **Police Professional Liability Coverage**

Police Professional Liability coverage is contained within the General Liability and Public Official Liability Coverage Parts

- ✓ Discrimination
- ✓ Violation of civil rights
- ✓ Jail operations
- ✓ False arrest, detention or imprisonment, or malicious prosecution
- ✓ Wrongful entry or eviction or other invasion of the right of private occupancy
- ✓ Assault or battery
- ✓ Improper service of suit
- ✓ Coverage assumes officers act with intent

## Property Coverage

In addition to covering buildings, contents and personal property, the Pool provides:

- ✓ Blanket coverage -- All member-owned property insured (unless specifically excluded)
- ✓ Coverage based on ownership rather than on a "schedule on file" avoids coverage gaps due to errors or oversight
- ✓ Property of others in custody of the Member for which the Member has an obligation to provide coverage
- ✓ Boiler & Machinery coverage, including Boiler certification inspections
- ✓ Replacement Cost or Actual Cash Value available
- ✓ Fungal Pathogens (Mold) Limited Coverage
- ✓ Demolition/increased cost of construction
- ✓ No coinsurance
- ✓ Valuable papers
- ✓ Loss of Rents
- ✓ Property in the open
- ✓ Extra expense
- ✓ Expediting expense

## Property Exclusions

The following is a partial list of property coverage exclusions. Consult the coverage document for the complete listing:

- ✓ Nuclear reaction/ contamination
- ✓ War
- ✓ Cyber Risk
- ✓ Fungal Pathogens (Mold) excess of sub-limit
- ✓ Failure to supply utilities
- ✓ Transmission Lines and Poles
- ✓ Dishonest acts
- ✓ Acts of Terrorism excess of Pool's Aggregate Sublimit -- MMLC TR (9/1/10)
- ✓ Wear and tear
- ✓ Computer failures/ viruses

**Only one deductible applies to claims involving two or more property coverages.**



## **Comprehensive Crime Coverage**

- ✓ Employee Dishonesty/ Faithful Performance of Duty coverage provided on a blanket basis
- ✓ Loss Inside the Premises
- ✓ Loss Outside the Premises
- ✓ Money Orders/ Counterfeit Currency
- ✓ Depositors Forgery
- ✓ Position Fidelity Bonds
- ✓ Computer Fraud
- ✓ Funds Transfer Fraud

## **Automobile Coverage Highlights**

### **What Is Covered?**

Coverage is afforded while operating land motor vehicles, trailers or semi-trailers designed for travel on public roads.

### **Auto Coverages Provided**

- ✓ Michigan No-Fault Coverage, includes mini-tort coverage for no extra charge
- ✓ Excess protection for use of personal automobile for municipal business
- ✓ Uninsured motorist for municipally owned vehicles
- ✓ Underinsured motorists
- ✓ Non-owned and hired auto
- ✓ Comprehensive - actual cash value basis
- ✓ Collision - actual cash value basis
- ✓ Volunteer firefighter auto accident liability coverage
- ✓ Agreed value coverage for emergency vehicles is available
- ✓ Fire or Rescue Vehicle Rental Reimbursement Coverage

# Pool Risk Management Services

---

- ✓ Review and service of all municipal insurance matters
- ✓ Public entity experts address various liability issues
- ✓ Aggressive, member-oriented defense strategy
- ✓ Former police officials address law enforcement risks
- ✓ Physical inspection by municipal loss control consultants
- ✓ Law enforcement risk control programs (LEAF and LERC)
- ✓ Property appraisal services available

## Online Services

[www.mml.org](http://www.mml.org) (click on the *Insurance* button) – offers Pool members an outstanding resource for municipal risk management information and self-help tools in one attractive, simple-to-navigate location. File a claim on line. Download your renewal application. Request a loss control service visit. E-mail us a question. Other services available online:

- ✓ Online Forms (including Sewer Backup Sample Documents)
- ✓ Risk Resources:
  - ✓ Risk Control Solutions
  - ✓ Safety & Health Manual
  - ✓ Risk Management is Good Management Program
  - ✓ Law Enforcement Newsletters
  - ✓ Access to Safetysurance website -- <http://www.safetysurance.com/>
- ✓ MML Pool Audited Financial Statements
- ✓ Intergovernmental Contract
- ✓ Board of Directors, Pool Administrator and Staff Profiles and Contact Information

# Membership Responsibilities

---

Membership in the Michigan Municipal League Liability and Property Pool provides numerous benefits. Likewise, individual members have certain responsibilities to the other members, which are detailed in the Intergovernmental Contract. The following is a summary of the membership responsibilities. Please refer to the Intergovernmental Contract, Articles 5 and 6, for more information.

- ✓ If a Member intends to leave the Pool, the Member must send a written notice to the Pool at least 60 days prior to its next renewal date.
- ✓ A Member must pay its premium when due. The Pool must give each member 20 days written notice of intent to terminate membership for nonpayment of premium. Payment of premium before the 20 days notice is effective will entitle the Member to reinstatement.
- ✓ Members must maintain membership or associate membership status in the Michigan Municipal League.
- ✓ A Member will allow attorneys employed by the Pool to represent the Member in defense of any claim made against the Member within the scope of coverage provided by the Pool. A Member will cooperate with the assigned attorneys, claims adjusters, service company or other agents of the Pool relating to the defense of claims for which the Pool is providing coverage.
- ✓ A Member will follow loss reduction and prevention measures established by the Pool.
- ✓ A Member will report to the Pool as promptly as possible all incidents that the Member reasonably believes may result in a claim against the Member.

**From:** Connie Monson <[Connie.Monson@Meadowbrook.com](mailto:Connie.Monson@Meadowbrook.com)>  
**Sent:** Tuesday, June 13, 2023 11:41 AM  
**To:** Michelle Frechette <[treasurer@westbranch.com](mailto:treasurer@westbranch.com)>  
**Subject:** Cyber - Renewal Quote for City of West Branch

Hi Michelle, please find attached Cyber renewal quote for the City of West Branch. The quote is provided by the same carrier as last year.

***I just need your email approval to bind Cyber coverage.***

- Limit of Coverage \$250,000
- Deductible \$25,000
- Total Annual premium: **\$1,341** Last year it was **\$1,275.**

Thank you.

Enjoy your day.

Connie

---

**From:** Maria Rojo <[maria.rojo@jencapgroup.com](mailto:maria.rojo@jencapgroup.com)>  
**Sent:** Tuesday, June 13, 2023 10:45 AM  
**To:** Connie Monson <[connie.monson@meadowbrook.com](mailto:connie.monson@meadowbrook.com)>  
**Subject:** External Email: Renewal Quote for City of West Branch, current Policy expiring 07/01/2023 BLUCBKTFGQ2UFT

**EXTERNAL EMAIL!**

Hi Connie,

Please see the attached renewal terms from Spinnaker. Please note that renewal terms may differ from expiring terms. Please review carefully. Please note that coverage is not considered bound until we confirm our agreement to bind coverage in writing.

Please note there are "NO" subjectivities listed on the quote in order to bind coverage.

Please let me know if you have any questions. We appreciate your business and look forward to renewing this account.

[Transmission ID: c1119791-s542849-q532715]



**Maria Rojo, Broker Professional Liability**

**Jencap Insurance Services**

CA License #0L68506

38555 Mound Rd Suite 100, Sterling Heights, MI 48310

Direct: (586) 276 2024

[maria.rojo@jencapgroup.com](mailto:maria.rojo@jencapgroup.com)

[www.jencapgroup.com](http://www.jencapgroup.com)

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# MARKETING PLAN

Revised 2023







## **I. How to use this Marketing Plan**

This marketing plan will define deliberate steps to promote and offer information about community assets, attributes, and economic opportunity. This plan will reference existing efforts, plans, and put it into one place for consistency and marketing efforts.

## **II. History**

West Branch received its name in 1875 by the Michigan Central Railroad. Previously known as Springvale (named by the Lansing, Jackson & Saginaw Railroad in 1872), the MCRR changed it because Springvale already existed along the railway near Boyne City. Other names considered were "Forks", "Branch", and "River Towne". The following year, West Branch Township also recognized the previously named Springvale area as West Branch in West Branch Township.

In 1885, the West Branch area had grown large enough, and economically strong enough to become a village with help from the timber industry. As time progressed, the village continued to grow in population and economics. With this growth, came the need of additional services and financing options which led to a petition to the Village Council to become incorporated as a city.

The Village Council questioned and weighed the benefits of becoming a city and determined it would be in the best interest for continued growth. By that review, the Village Council decided to take the idea to the vote of the people. In November 1904, by majority vote, the people approved the incorporation of a City and the Village Council proceeded in the process.

On March 9, 1905, the State of Michigan recognized the Village of West Branch as an Incorporated City. Their acceptance of the change was based on many determining factors such as its geographical location in the State. Other factors considered were the previous growth of the Village, the strategic location of the railroad to the north, the abundance of natural resources (lumber, lakes & waterways), and the fact that three old Chippewa footpaths came together in its location promising increased growth through importing and exporting of area products. These three Indian footpaths would later become major State Highways that are known today as M-76, M-30 and M-55.

For the past 30 plus years, the "Smiley" water tower has watched over our fair city, and has welcomed millions of travelers to West Branch, the West Branch Area and the passerby's entering beautiful northern Michigan. "Smiley" is one of the most



recognized landmarks along the I-75 corridor and emanates our small-town hospitality.

The City of West Branch is a unique and wonderful community that serves as the county seat for Ogemaw County, Michigan. Consisting of approximately 1.48 square miles of land, West Branch has a population of just over 2,000 citizens. The city itself is home to many great attractions, including our downtown shopping district, as well as beautiful Iron's Park and our Downtown Pocket Park. As a beautiful place to live, work, and play, we invite you to come and see why "up north never felt so close"!

### **III. Slogan and Mission Statement**

#### **Slogan**

Up North Down Home

#### **Mission Statement**

Our mission is to preserve and enhance the City of West Branch as a historically significant community with a safe, small town, family atmosphere, whose financial and physical resources are managed wisely through policies and programs which assure the long term health, sustainability and vitality of the community.

### **IV. Marketing Responsibilities**

The strategies outlined in the marketing plan will only be successful if the city is able to have shared responsibility between staff and appointed and elected officials. The successful implementation of the strategies outlined in this plan will rest heavily on a combined effort of the city and its community partners. The goals of the Plan will only be met through a shared commitment to implement the strategies outlined in the plan delivered to the target marketing audiences. The city manager alongside staff will be responsible for the updates and implementation of items in this document.

### **V. City of West Branch Assets**



Recreation	Arts/Culture	Family	Opportunity
<ul style="list-style-type: none"> <li>• Irons Park</li> <li>• Riverwalk</li> <li>• ORV trails</li> <li>• West Branch Rec Center</li> <li>• Golf Courses</li> <li>• Hunting/fishing</li> </ul>	<ul style="list-style-type: none"> <li>• Victorian Art Fair</li> <li>• Music in the Park</li> <li>• Movie Theater</li> </ul>	<ul style="list-style-type: none"> <li>• Ogemaw County Fair</li> <li>• Pioneer Power Antique Tractor Club</li> <li>• Victorian Art Fair</li> </ul>	<ul style="list-style-type: none"> <li>• "Gathering Place" downtown park</li> <li>• Streetscape</li> </ul>



## VI. Economic Development Key Messaging

The marketing strategy will work to enhance the goals and objectives found within the City's adopted Master Plan and foster the growth and advancement of the City of West Branch as a place of order, enjoyment, and opportunity for all its citizens. The identified community goals related to marketing for the City are:

- **Citizen Involvement.** Involve West Branch citizens in activities of the City that will advance the primary goals of this plan.
- **Housing.** Maintain the City's high-quality residential neighborhoods and encourage new appropriate development.
- **City Services and Infrastructure.** Maintain and improve City services and infrastructure
- **Economic Sustainability.** Promote and support existing businesses in the City and region to thrive and grow.
- **Economic Attraction.** Market the City and the region to attract additional commercial and industrial enterprises.
- **Tourism.** Market the City to draw visitors and tourists to support local businesses and the local economy.

## VII. Where to Market

### Priority Sites

The City of West Branch has several websites that we advertise our priority sites on including the City website, the Chambers website, and the Ogemaw EDC's website. The City has also partnered with a local realtor to market our sites which will allow them to be published in the several realtor sites and magazines that they advertise in.

### Social Media

The City of West Branch has a social media presence on Facebook which we use to promote City events, job openings, bid announcements, and get the word out on any important news and updates within the community. The City also has a cable channel on its local cable network which is used for press releases and announcements for community events. The City utilizes Survey Monkey in order to gather input from the

community. The City also utilizes the Remind app to text important announcements and event reminders to those that sign up for it.

## Partners

The City of West Branch is dedicated to working with its local, regional, and state partners. The following groups are partners the City works with to promote and support the needs of each other's organization's goals. Below is a list of a few of our partners.

### Local:

- West Branch Rose City Area Schools
- West Branch Retail Merchants
- Local Veterans Groups including
  - Veterans of Foreign Wars
  - Disabled American Veterans
  - American Legion
  - Department of Veteran Affairs

### Regional:

- Ogemaw County Chamber of Commerce
- Ogemaw County Visitors Bureau
- Ogemaw County
- West Branch Township
- Ogemaw Township
- West Branch District Library
- Ogemaw Economic Development Corporation
- East Michigan Council of Governments

### State/Federal:

- Michigan Economic Development Corporation
- Michigan Department of Natural Resources
- Michigan Environmental, Great Lakes and Energy
- Economic Development Association
- US Dept of Agriculture and Rural Development

## VIII. Steps to attract new business: Marketing tools

- Goal Partner for Reinvestment- (City Manager, DDA)
  - Key Messaging:

- Public investments can spur private owners to reinvest in their properties.
  - Maximize underutilized properties and look for community uses for City owned vacant property.
  - Encourage public/private partnerships to fund community priorities.
- Actions:
  - City and DDA partner to prioritize investments
  - Expedited and easy to follow permitting process.
  - Ensure business friendly staff and policies.
  - Provide tax abatements and other incentives to business and property owners and developers.
  - Marketing campaign on the business-friendly climate, include available incentives; target entrepreneurs.
  - Facilitate and encourage property owners' investment in their properties.
- Goal: Marketing Priority Sites - (City Manager, Planning Commission)
  - Key Messaging:
    - Committed to supporting business, commercial, and industrial development.
    - Provide helpful resources that are easily accessible
    - Offer a balance of residential, commercial, industrial, and mixed-use development sites.
    - Offer non-motorized transportation resources with easy access to walking and bike paths.
    - Offer low tax to high service ratio and high-quality public infrastructure.
  - Actions:
    - Market Sites Via social media.
    - Leverage Regional Partners to market sites.
    - Market Sites through a City realtor that was awarded that designation by City Council based on extreme knowledge of local business and residential markets and needs.
- Goal: Create a downtown that is a recreation and entertainment hub. (City Manager, DDA, Recreation Committee)
  - Key Messaging:
    - Capitalize on downtown public spaces; create outdoor/indoor entertainment venues to host festivals and events to bring people downtown to shops and restaurants on a reoccurring basis

- Utilize Downtown Development Authority and Brownfield Redevelopment Authority funding mechanisms for development projects.
  - Downtown will be a friendly, walkable, active destination that encourages consumers to stay and explore
- Actions:
  - Complete current downtown projects such as the “Gathering Place” park.
  - Explore DDA funding possibilities for streetscape improvements, façade grants to coincide with the MDOT reconstruction that will take place in 2024.
  - Research public improvement and beautification grants.
- Goal: Improve public infrastructure to support business needs. – (City Manager/Public Works Department)
  - Key Messaging:
    - Committed to improving transportation infrastructure.
    - Committed to improving water infrastructure for better quality, reliability, and capacity.
    - Utilize all possible resources to improve local streets.
  - Actions:
    - Explore transportation enhancement funding.
    - Explore water enhancement funding.
    - Explore other grant opportunities.
- Goal: Work with regional partners to help support the promotion of the West Branch area.
  - Key Messaging:
    - Up North Down Home
    - West Branch is committed to supporting regional efforts to attract talent to the area.
  - Actions:
    - Work with regional partners to align with regional marketing efforts.
    - Explore regional opportunities to market

## IX. Branding elements

With the help of Project Rising Tide, the City of West Branch adopted a brand guide in 2019. This guide dictates the design standard utilized in marketing and any materials created for the city. The adopted brand guide is attached as *Appendix A: Brand Guide*. This document dictates the colors, fonts, and styling utilized in this Marketing & Branding Strategy.

## X. Review of the Marketing Plan

The marketing plan will be reviewed every two years by the City Manager and appropriate staff. Updates to the marketing plan will reflect any current changes to address messaging between the master plan, economic development plan and communicating with our regional partners.







# West Branch, Michigan BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the West Branch, Michigan Brand, and will help create equity as we tell others about West Branch.

---

PREPARED BY



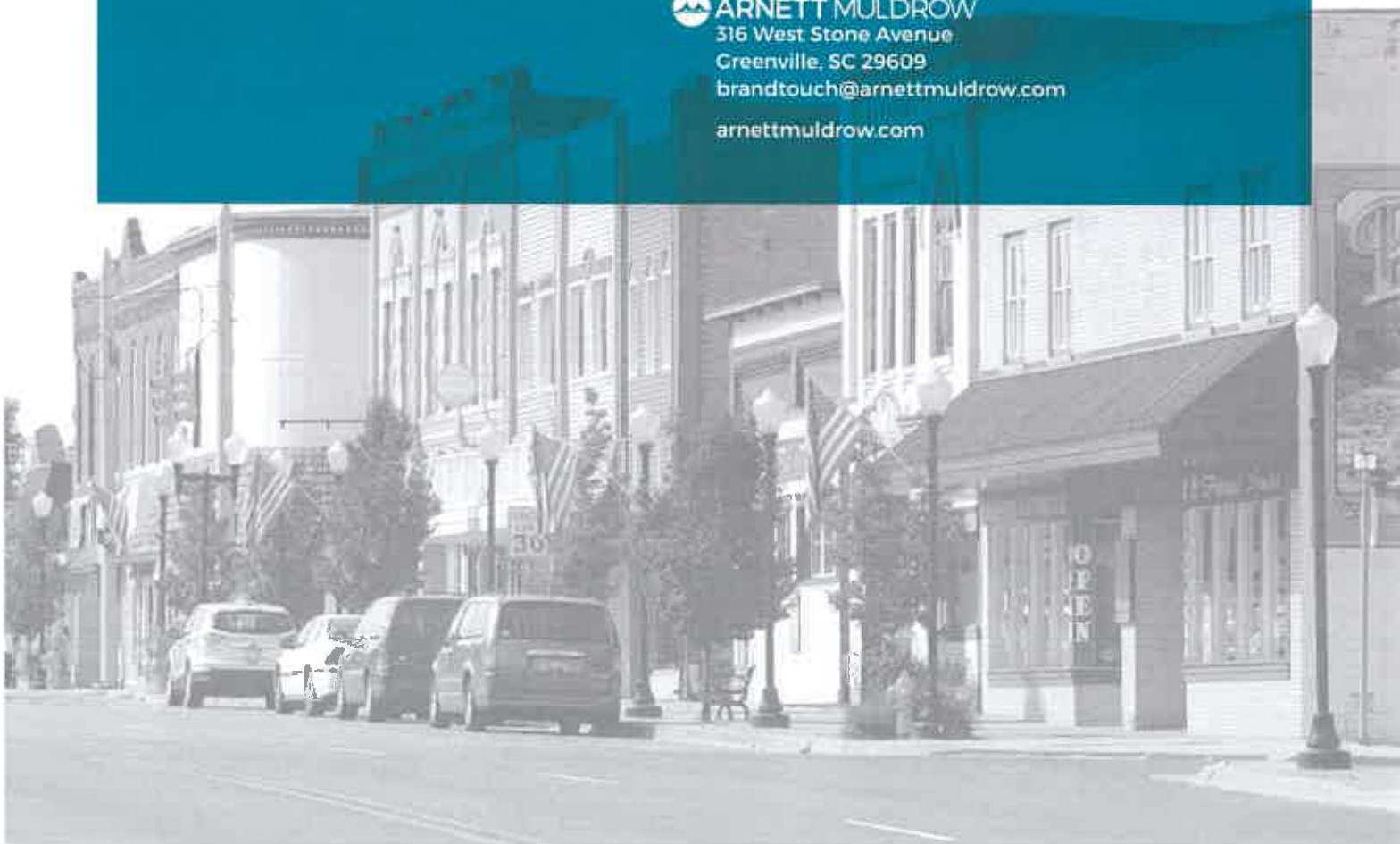
**ARNETT MULDROW**

316 West Stone Avenue

Greenville, SC 29609

[brandtouch@arnettmuldrow.com](mailto:brandtouch@arnettmuldrow.com)

[arnettmuldrow.com](http://arnettmuldrow.com)



# The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.



1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

## 1.1 Brand Statement

### UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

The core values define the company's strengths and how it needs to behave to achieve its vision.

### Brand Statement

We are West Branch, Michigan and we are proud of this place that we call home.

For many, we are simply a quick stop on your way to somewhere else, but down the hill and hidden around the bend lies a historic downtown flush with locally owned shops, one of a kind restaurants, a movie theater, and brewery, a tasting room, and more.

We are proud to be that place where down South become Up North. We love our natural surroundings and are blessed to be the stewards of the breathtaking beauty and home to the perfect escape.

We are focused on being a warm, welcoming community. Many might connect us with a smile, and we take that approach to heart.

We are a great place to live, learn and grow.

We invite you to discover West Branch, and all the amazing things we have to offer.

Discover our heart, experience our smile and feel what it is like to be treated like a local. Explore our home, and you understand what we mean by

**West Branch, Up North Never Felt So Close**

## 1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

### LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

West Branch,  
Michigan:  
Up North  
Never Felt So  
Close

Warm  
Friendly  
Small Town  
Connected  
North  
Outdoors  
Historic  
Proud

---

## 2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

### A LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

### B WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

### C LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

A



B



C



## 2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

### LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

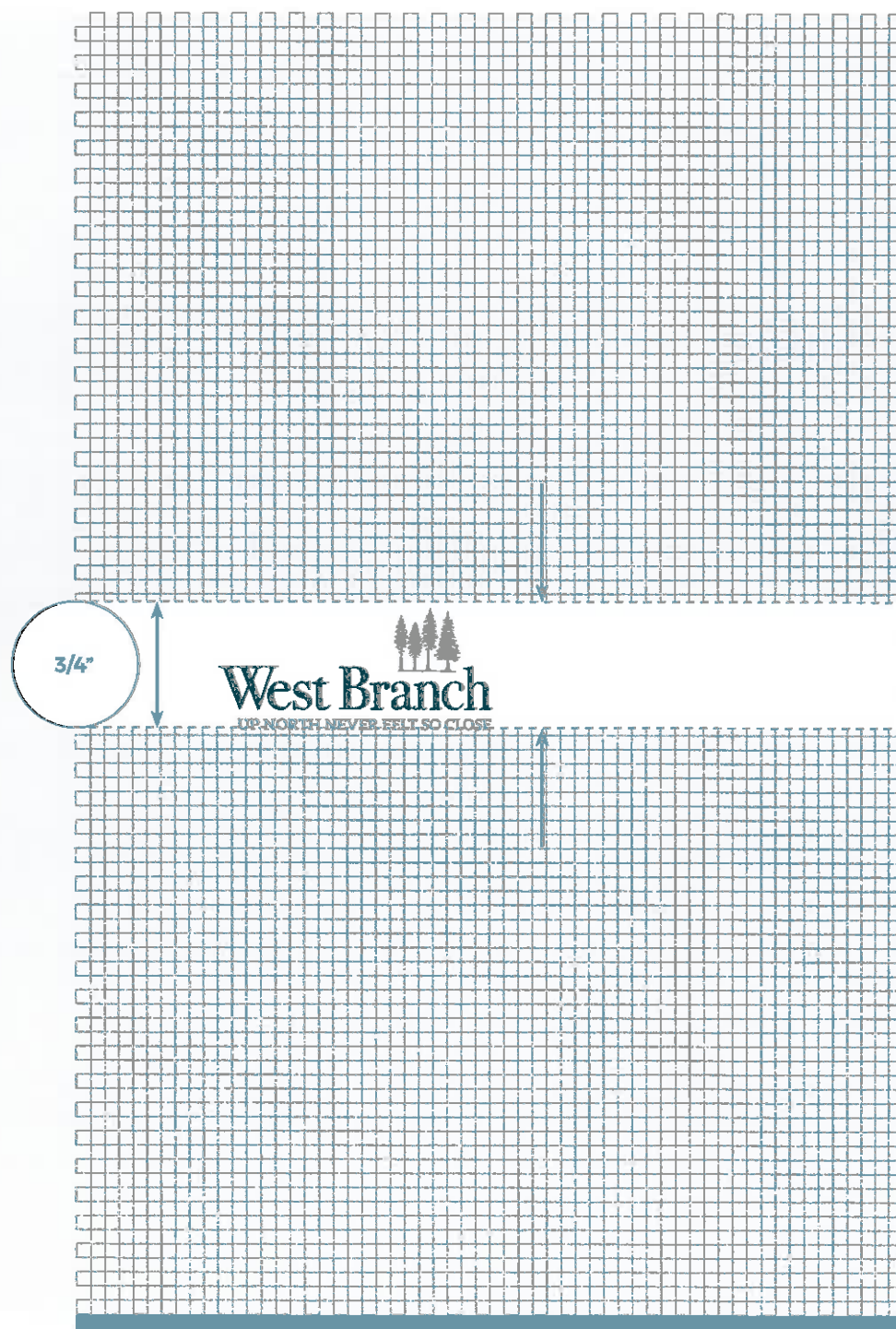


## 2.3 Logo Sizing

### A MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).





## 2.4 Logo Spacing

### WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as 'clear space,' provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.

The area that surrounds the logo known as "clear space" is as important as the logo itself.



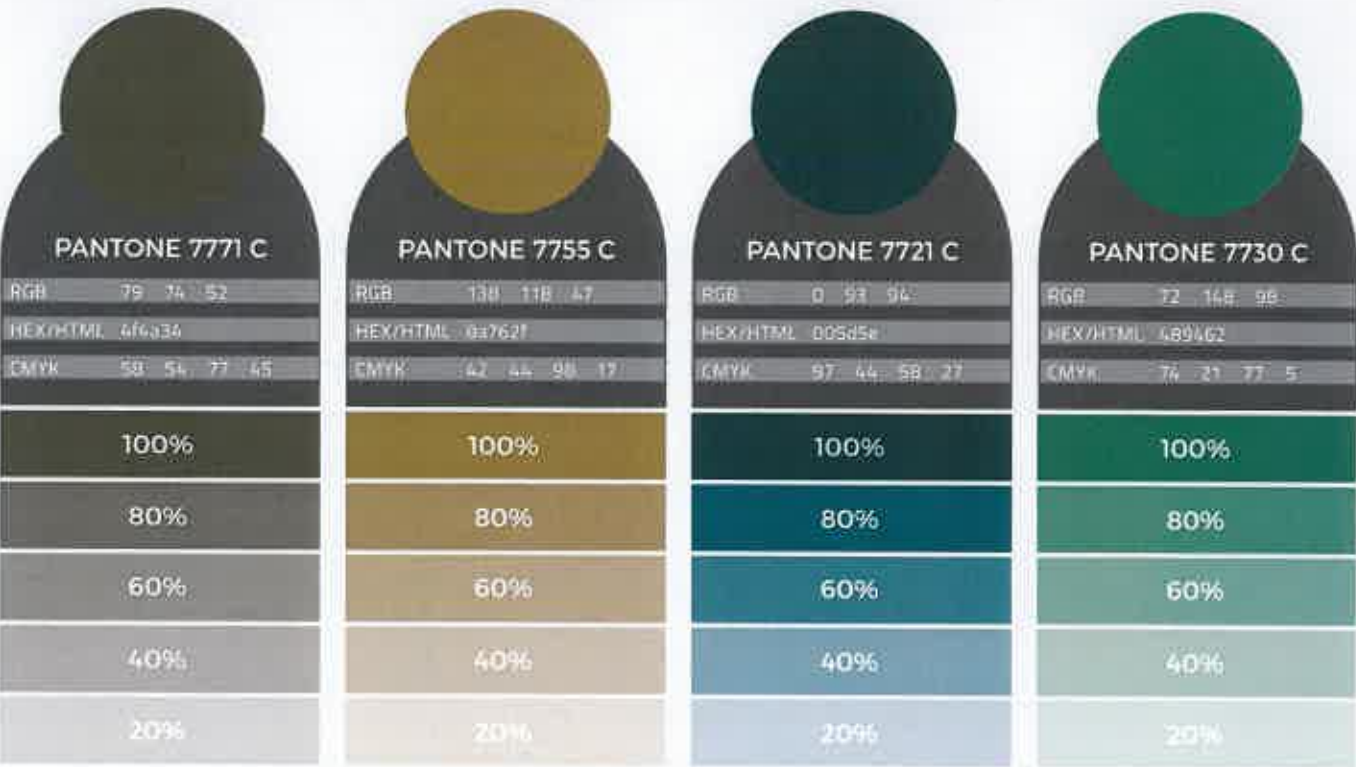
# 3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

COLOR THEORY

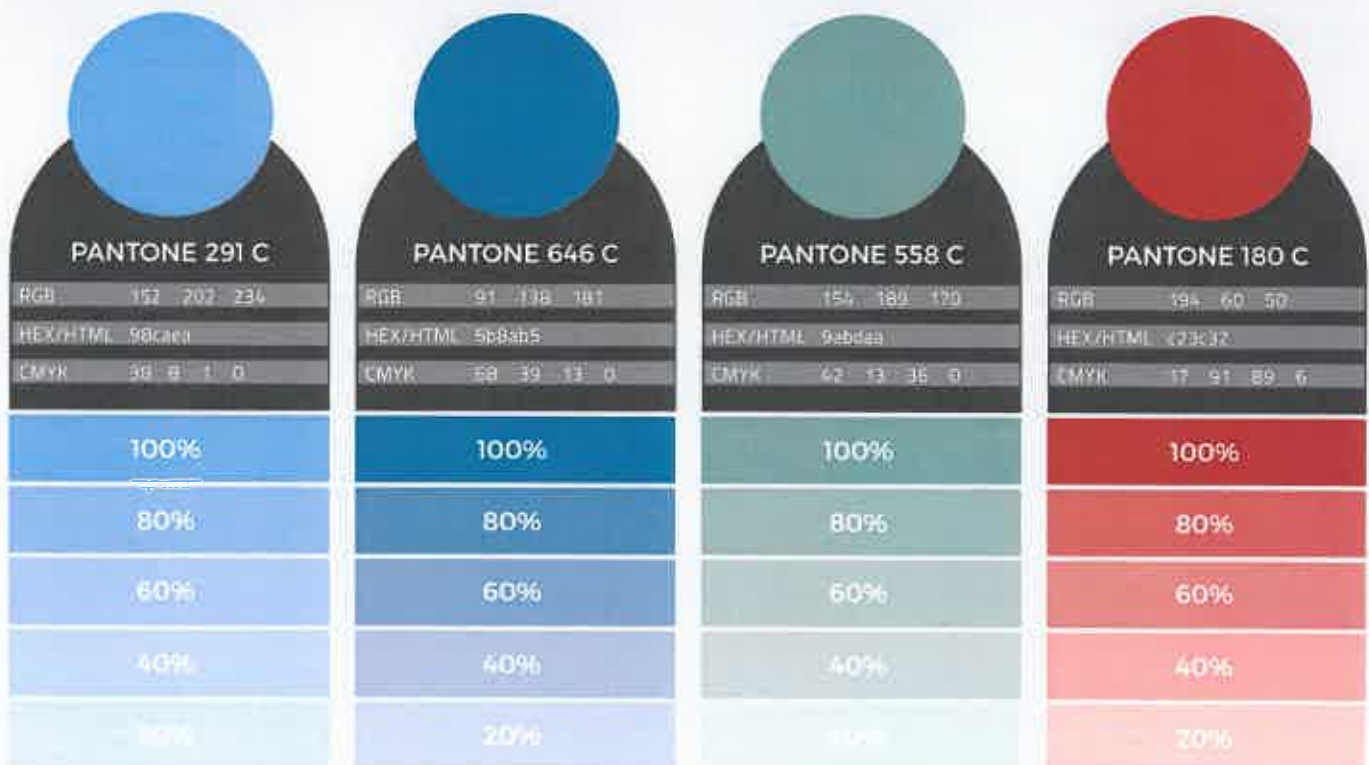
Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

## Color Swatches





Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



## 4.1 Typography

### SWATCHES

Typography is the visual component of the written word. Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

[www.practicaltypography.com/what-is-typography.html](http://www.practicaltypography.com/what-is-typography.html)

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

Do not think  
of type as  
something  
that should  
be merely  
readable.  
It should  
be beautiful.

---

## 4.2 Primary Typeface

### Bodoni 72 Book

Hello I'm:  
Bodoni 72

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

### Bodoni 72 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz  
1234567890!@£\$%^&

### Bodoni 72 Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnpqrstuvwxyz*  
*1234567890!@£\$%^&*

## 4.3 Secondary Typeface

Aleo

Hello I'm:

Aleo

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

## 4.4 Type Hierarchy

### LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size, from 1.25 to 1.5 times

### TRACKING

The space between letters in a block of text. In CSS this is defined with the `letter-spacing` property

### WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

in order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

# West Branch,

---

H1

## West Branch, Michigan

---

H2

### West Branch, Michigan

---

H3

#### West Branch, Michigan

---

H4

#### West Branch, Michigan

---

BODY COPY

#### West Branch, Michigan

---

CAPTION

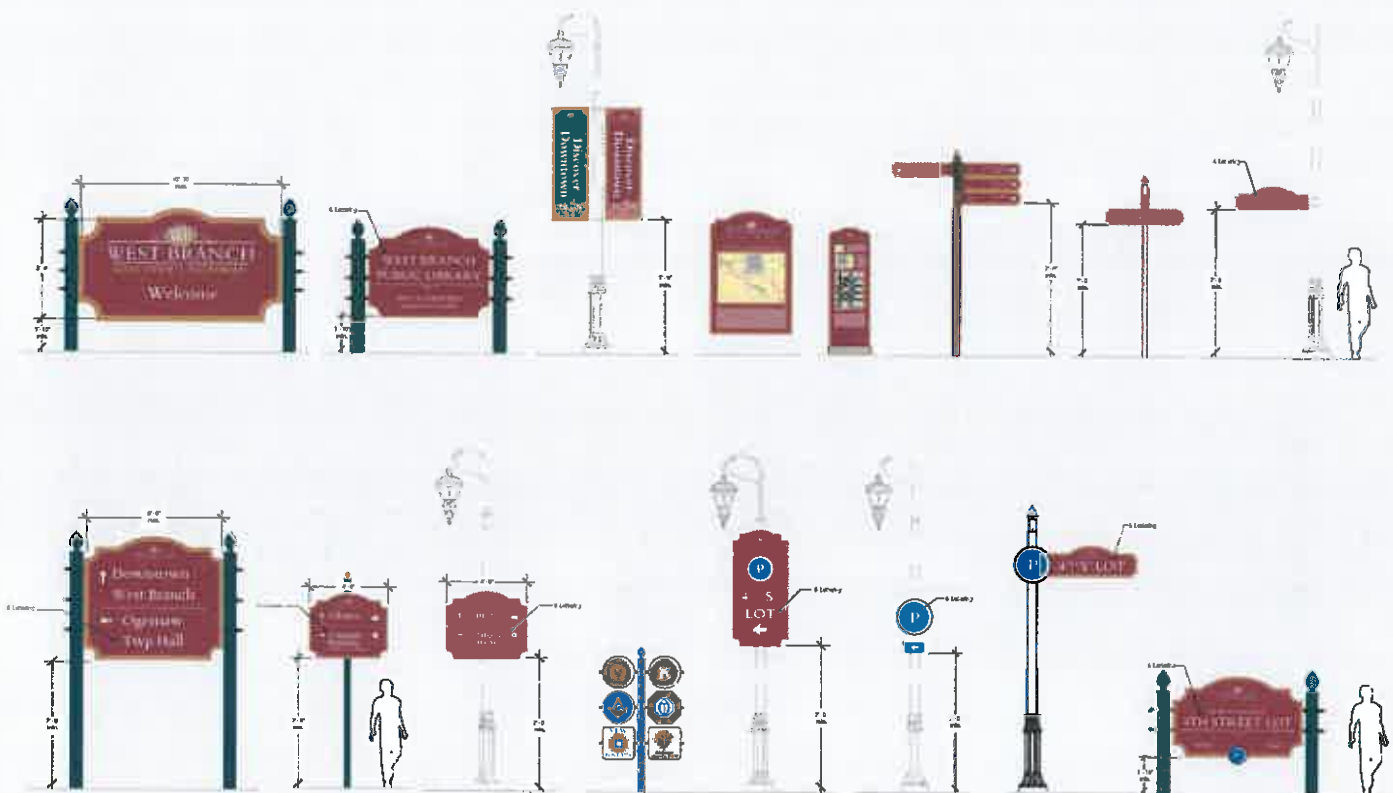
#### West Branch, Michigan

---

CC

## 5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district.



### PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

### BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

### TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers, including retail sculptures, thus blurring the line between signage and public art.

### STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

### PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block, or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

### INFORMATIONAL KIOSKS

The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.



## 5.2 Collateral

Now is the time to put your logo on everything.  
AND WE MEAN EVERYTHING.

### SHOPPING BAGS

Perfect for local businesses to use to show that West Branch, Michigan is a shopping

### BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's **essential not to sacrifice clarity** for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

### FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



## 5.3 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

### HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

### BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

### ARTWORK

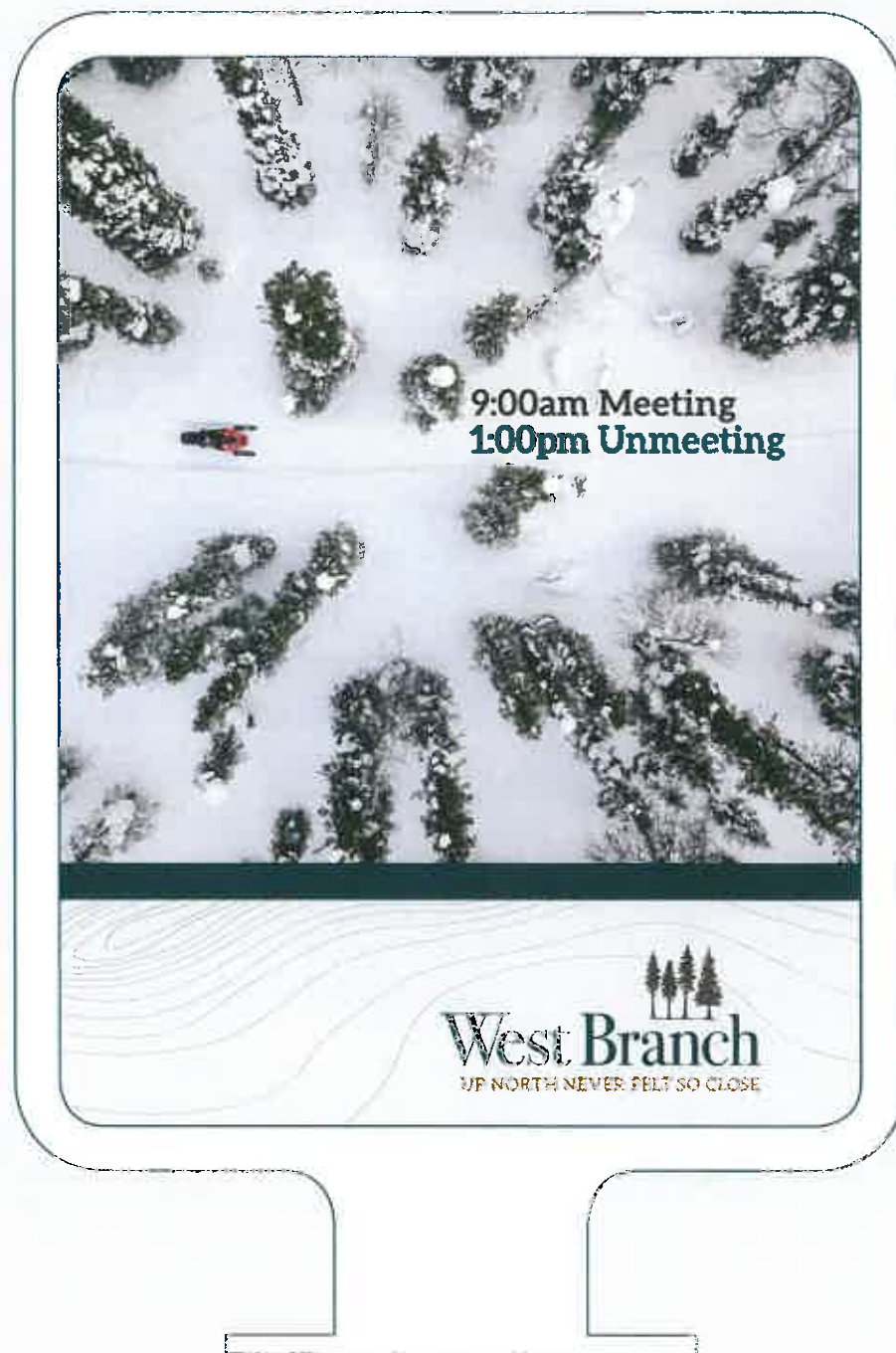
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

### CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.







# West Branch, Michigan Graphics Catalog

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PREPARED BY



**ARNETT MULDROW**

316 West Stone Avenue

Greenville, SC 29609

[brandtouch@arnettmuldrow.com](mailto:brandtouch@arnettmuldrow.com)

[arnettmuldrow.com](http://arnettmuldrow.com)

## 6.1

# Logo Contact Sheet

## File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format  
Category: Page Layout Files

File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in, commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers, usually created from another document instead of from scratch.

Program(s) that open PDF files.

Mac OS	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File  
Category: Raster Image Files

File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group, commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics, compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type: Encapsulated PostScript  
Category: Vector Image Files

File Description: PostScript (PS) file that may contain vector graphics, bitmap images, and text, includes an embedded preview image in bitmap format, often used for transferring between different operating systems.

Program(s) that open EPS files

Mac OS	Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File  
Category: Vector Image Files

File Description: Vector image file created by Adobe Illustrator, composed of paths, or lines connected by points, instead of bitmap data, may include objects, color, and text, often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open AI files

Mac OS	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File  
Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Picture from File." This will ensure your files are using the highest resolution graphics for output.



Airport-4C.jpg



Airport-Black.jpg



Airport-Blue.jpg



Airport-Brown.jpg



Airport-Green.jpg



Airport-Tan.jpg



Airport-Teal.jpg



Airport-White.jpg



Art&Wine-4C.jpg



BikeHappy.jpg



Chamber-Main-2C.jpg



Chamber-Main-Black.jpg



Chamber-Main-Green.jpg



Chamber-Main-Marroon....



Chamber-Main-Teal.jpg



Chamber-Main-White.jpg



Chamber-small-Black.jpg



Chamber-small-Green.jpg



Chamber-small-Marroon....



Chamber-small-Teal.jpg



Chamber-small-White.jpg



Chamber-stack-2C.jpg



Chamber-stack-Black.jpg

Chamber-stack-Green.jpg



Chamber-stack-Marroon...



Chamber-stack-Teal.jpg



Chamber-stack-White.jpg



City-Horz-4C.jpg



City-Horz-Black.jpg



City-Horz-Brown.jpg



City-Horz-Green.jpg



City-Horz-LtBlue.jpg



City-Horz-Tan.jpg



City-Horz-Teal.jpg



City-PublicWorks-4C.jpg



City-stack-4C.jpg



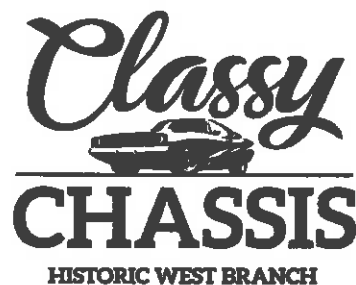
City-stack-Black.jpg



City-stack-Blue.jpg



City-stack-Brown.jpg





FabulousFridays-2C.jpg



GamePlan-3C.jpg



GamePlan-Black.jpg



GamePlan-Green.jpg



GamePlan-Teal.jpg

GamePlan-White.jpg



GolfHappy.jpg



GrowOgemaw.jpg

#westbranch:)

#westbranch:)

#westbranch:)

#westbranch:)

hashtag-Black.jpg

hashtag-Brown.jpg

hashtag-Green.jpg

hashtag-Tan.jpg

#westbranch:)



HikeHappy.jpg



HistoricWB-4C.jpg

hashtag-Teal.jpg

hashtag-White.jpg



HistoricWB-Black.jpg



HistoricWB-Gold.jpg



HistoricWB-Red.jpg



HistoricWB-Teal.jpg



HistoricWB-White.jpg

HumaneSociety-4C.jpg

HumaneSociety-Black.jpg

HumaneSociety-Horz-4...



HumaneSociety-Horz-Bl...

HumaneSociety-Horz-R...

HumaneSociety-Horz-Ta...

HumaneSociety-Horz-W...



HumaneSociety-Red.jpg

HumaneSociety-Tan.jpg

HumaneSociety-White.j...



IndustrialPark-4C.jpg



IndustrialPark-Black.jpg

IndustrialPark-Brown.jpg



IndustrialPark-Green.jpg



IndustrialPark-Tan.jpg



IndustrialPark-Teal.jpg



IndustrialPark-White.jpg



Lamb&Wool-4C.jpg



Lamb&Wool-Black.jpg





Lamb&Wool-Brown.jpg



Lamb&Wool-Tan.jpg



Lamb&Wool-Teal.jpg

Lamb&Wool-White.jpg



Maple-4C.jpg



Maple-Black.jpg



Maple-Red.jpg



Maple-Tan.jpg



DOWNTOWN  
**MERCHANTS**  
ASSOCIATION

Maple-White.jpg

Merchants-2C.jpg



DOWNTOWN  
**MERCHANTS**  
ASSOCIATION

Merchants-Black.jpg



DOWNTOWN  
**MERCHANTS**  
ASSOCIATION

Merchants-Green.jpg



Merchants-Red.jpg



DOWNTOWN  
**MERCHANTS**  
ASSOCIATION

Merchants-Tan.jpg

Merchants-White.jpg



OC-Parks-4C.jpg



OC-Parks-Black.jpg



OC-Parks-Brown.jpg



OGEMAW COUNTY  
**PARKS  
& REC**

OC-Parks-stack-4C.jpg



OGEMAW COUNTY  
**PARKS  
& REC**

OC-Parks-stack-Black.jpg





OGEMAW COUNTY  
**PARKS  
& REC**

OC-Parks-stack-Brown.j...



OGEMAW COUNTY  
**PARKS  
& REC**

OC-Parks-stack-Teal.jpg

OGEMAW COUNTY  
**PARKS  
& REC**



OC-Parks-Teal.jpg



OC-Parks-White.jpg

OgemawDDA-2C.jpg



OgemawDDA-Black.jpg



OgemawDDA-Green.jpg



OgemawDDA-Tan.jpg

OgemawDDA-White.jpg



OgemawTownship-2C.jpg



OgemawTownship-Blac...



OgemawTownship-Gree...



OgemawTownship-horz...



OgemawTownship-horz...



OgemawTownship-horz...



OgemawTownship-horz...



OgemawTownship-horz...



OgemawTownship-Tan.j...



OgemawTownship-Whit...



FIND YOURSELF OUTDOORS

Outdoors-2C.jpg



FIND YOURSELF OUTDOORS

Outdoors-Green.jpg



OZ-4C.jpg



Pint Happy.

PintHappy.jpg



PioneerPower-4C.jpg



PublicWorks-3C.jpg



PublicWorks-Black.jpg



PublicWorks-Brown.jpg



PublicWorks-Teal.jpg

PublicWorks-White.jpg



QuiltWalk-4C.jpg



Ride Happy.

RideHappy.jpg



Rodeo-4C.jpg



Rodeo-Brown.jpg



BIG SHOES TO FILL

Shoes-2C.jpg



Shop Happy.

ShopHappy.jpg



Trees-4C.jpg



Trees-Black.jpg



Trees-Brown.jpg



Trees-Green.jpg



Trees-Teal.jpg

Trees-White.jpg



VisitorsBureau-4C.jpg



VisitorsBureau-Black.jpg



VisitorsBureau-Blue.jpg



VisitorsBureau-Brown.jpg



VisitorsBureau-Green.jpg



VisitorsBureau-LtBlue.jpg



VisitorsBureau-Tan.jpg



VisitorsBureau-Teal.jpg



VisitorsBureau-White.jpg



WB-DDA-4C.jpg



WB-DDA-Black.jpg



WB-DDA-Brown.jpg



WB-DDA-Green.jpg



WB-DDA-LtBlue.jpg



WB-DDA-Tan.jpg



WB-DDA-Teal.jpg



WB-DDA-White.jpg



WB-LiveHappy-4C.jpg





Shear Happiness.  
WB-Shear-Black.jpg



Shear Happiness.  
WB-Shear-Brown.jpg



Shear Happiness.  
WB-Shear-Tan.jpg



Shear Happiness.  
WB-Shear-Teal.jpg



WB-Shear-White.jpg

Shear Happiness.  
WB-Shear.jpg



Toast Happy.  
WB-Toast-4C.jpg



WBT-DDA-4C.jpg



WBT-DDA-Black.jpg



WBT-DDA-Blue.jpg



WBT-DDA-Brown.jpg



WBT-DDA-Tan.jpg



WBT-DDA-White.jpg

WestBranch-Badge-4C.j...



WestBranch-horz-4C.jpg



WestBranch-horz-Black...



WestBranch-horz-Blue.j...



WestBranch-horz-Brow...



WestBranch-horz-Green...



WestBranch-horz-Red.jpg



WestBranch-horz-Tan.jpg



WestBranch-horz-Teal.j...



WestBranch-horz-White...



WestBranch-stack-4C.jpg



WestBranch-stack-Blac...



WestBranch-stack-Blue....



WestBranch-stack-Brow...



WestBranch-stack-Gree...



WestBranch-stack-Red.j...



WestBranch-stack-Tasn....



WestBranch-stack-Teal.j...



WestBranch-stack-Whit...



WestBranch-Township-...



WestBranch-Township-...



WestBranch-Township-...



WestBranch-Township-...



WestBranch-Township-...



WestBranch-Township-...





# West Branch, Michigan Implementation Guide

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PREPARED BY



**ARNETT MULDROW**

316 West Stone Avenue

Greenville, SC 29609

[brandtouch@arnettmuldrow.com](mailto:brandtouch@arnettmuldrow.com)

[arnettmuldrow.com](http://arnettmuldrow.com)

## Adopt Brand

- ☐ Board Adoption

## Technical Integration

- ☐ Install Fonts
- ☐ Copy Brand Folder to Local Drive
- ☐ Share Brand Link with Design Partners

## Social Media

- ☐ Update Facebook Profile
- ☐ Update Instagram Profile
- ☐ Update Twitter Profile
- ☐ Update Pinterest Profile
- ☐ Load Photos as gallery in Facebook
- ☐ Create Pinterest Board with Brand Elements

## Communication

- ☐ Update Email Signature
- ☐ Adopt Powerpoint Template
- ☐ Adopt Digital Letterhead
- ☐ Upload Brand Materials to Email Newsletter
- ☐ Adopt Envelope Template
- ☐ Printer Updated Business Cards

## Online

- ☐ Update Colors on Webpage
- ☐ Add New Graphics
- ☐ Update Favicon
- ☐ Add Brand Statement to Website
- ☐ Add Styleguide Request
- ☐ Add Brand Resources Page

## Collateral

- ☐ Share Brand Resources
- ☐ Share Merchandising Examples
- ☐ Share Brand Partner Idea List

## Wayfinding

- ☐ Plan Strategic Banner Strategy
- ☐ Plan Event Banner Strategy
- ☐ Explore Partnering for Comprehensive Wayfinding System

## Printing

- ☐ Shopping & Dining Guide
- ☐ Organization Brochure
- ☐ Parking Cards
- ☐ Partner Banners
- ☐ Visit Cards
- ☐ Hours Signs

## Event Extension

- ☐ Logo Adoption
- ☐ Social Integration
- ☐ Marketing Integration
- ☐ Merchandise Expansion
- ☐ Signage
- ☐ Volunteer Swag

# Brand Rollout Checklist

This list is a pretty comprehensive list of implementation ideas. There is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

## Other



## Copyright Transfer Statement

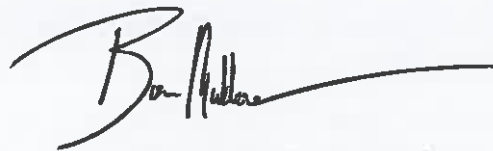
Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to West Branch, Michigan, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



Arnett Muldrow & Associates  
864.233.0950  
ArnettMuldrow.com  
316 West Stone Avenue  
Greenville, SC 29609

---

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

---

# How to be a Brand Partner



From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

## Brand Merchandise

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

## Brand your Digital Presence

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

## Brand Your Place

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards

## Share With us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

## Share With You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

REGULAR MEETING OF THE WEST BRANCH CITY COUNCIL HELD IN PERSON AND VIA VIDEO CONFERENCE IN THE COUNCIL CHAMBERS OF CITY HALL, 121 NORTH FOURTH STREET ON MONDAY, JUNE 5, 2023.

Mayor Frechette called the meeting to order at 6:00 p.m.

Present: City Mayor Paul Frechette, Council Members Carol Adair, Joanne Bennett, Mike Jackson, Ellen Pugh, and Cathy Zimmerman.

Absent: Member Rusty Showalter

Other officers present: City Manager John Dantzer, City Clerk Lori Ann Clover, Chief Ken Walters, DPW Supervisor Mike Killackey, and Commissioner Craig Scott.

All stood for the Pledge of Allegiance.

\* \* \* \* \*

Commissioner Scott gave an update on county activities. The County’s Cyber Liability Insurance Policy was renewed. They approved a resolution for an intern for the Equalization Department for the summer. The purchase of the vehicle for the Corrections Department was approved. They are conducting an internal study of the fee schedule. Recommendations from the Planning Commission including signage regulation and camper/RV regulations were approved. The Road Commission signed contracts with the townships for repairs on the roads.

\* \* \* \* \*

Mayor Frechette opened the Public Hearing for the sewer rate at 6:06 pm.

Manager Dantzer explained the increase of \$0.25 per 1,000 gallons will allow for increasing the reserve account for the WWTP from \$8,000 to \$30,000. The plant and equipment are aging and will need to be repaired or replaced soon. Both townships agree with the increase.

Commissioner Scott asked about billing per 500 gallons instead of 1,000 gallons. DPW Supervisor Killackey explained that the meters would be unable to be dialed down to 500 gallons. Member Zimmerman stated that the Michigan Real Water Survey that had been done also recommended the rates increase each year and that has not happened.

No one else from the public wished to speak on the subject and no communication was received by City Hall prior to the meeting.

\* \* \* \* \*

**MOTION BY FRECHETTE, SECOND BY JACKSON TO CLOSE THE PUBLIC HEARING FOR THE SEWER RATES AT 6:10 PM.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY BENNETT, SECOND BY PUGH TO APPROVE THE BID FROM HODGINS FOR GENERAL ROAD REPAIR IN 2023 AT \$4.90 UP TO 250 SQUARE FOOT AND \$3.15 OVER 250 SQUARE FOOT FOR 2-INCH-THICK AND \$5.40 UP TO 250 SQUARE FOOT AND \$3.60 OVER 250 SQUARE FOOT FOR 3 INCHES THICK.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY BENNETT, SECOND BY JACKSON TO APPROVE THE BID FROM J’S TREE CUTTING AND BUCKET SERVICE FOR STUMP GRINDING AT IRON’S PARK IN THE AMOUNT OF \$1,700.00.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

Council discussed several options for crediting the account at 612 Parkway Dr. They were concerned as the owners did not seem to be following up on the leak. DPW Supervisor Killackey thought there might have been a toilet stuck. The water meter has been changed to a new meter so they will be able to watch the water usage through the Eye On Water Application.

**MOTION BY JACKSON, SECOND BY ADAIR TO GRANT UP NORTH STORAGE AT 612 PARKWAY DRIVE A 25% REDUCTION ON THEIR MARCH WATER BILL WHICH CALCULATES TO \$1,922.65.**

**Yes —Adair, Bennett, Frechette, Jackson, Zimmerman**

**No – Pugh**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY BENNETT, SECOND BY FRECHETTE, TO APPROVE PAYMENT OF THE BILLS IN THE AMOUNT OF \$180,856.92.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY FRECHETTE, SECOND BY JACKSON, TO EXCUSE MEMBERS PUGH AND SHOWALTER FROM THE SPECIAL MEETING HELD MAY 23, 2023 AND MEMBER SHOWALTER FROM TODAY’S MEETING.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY FRECHETTE, SECOND BY ADAIR, TO NO LONGER SCHEDULE CITY COUNCIL MEETINGS ON ZOOM UNLESS THERE IS A REQUEST SUBMITTED.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY ZIMMERMAN, SECOND BY PUGH, TO APPROVE SPECIAL EVENT PERMITS HOME SCHOOL FIELD DAY, MUSIC IN THE PARK/SUMMER CONCERT SERIES, AND MIDNIGHT MADNESS HOSTED BY THE OGEMAW ORIOLES.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

Discussion took place regarding notifying those that live close to the ball fields that the noise ordinance would be lifted for this event.

\* \* \* \* \*

**MOTION BY JACKSON, SECOND BY BENNETT TO APPROVE RESOLUTION 23-16 2022/2023 BUDGET AMENDMENT.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

**RESOLUTION #23-16**

WHEREAS, City staff compares the year to date actual with the budgeted amount of all revenue and expenditures monthly; and

WHEREAS, the revenues and expenses in Fund 243, Brownfield Fund, were increased due to the understatement of expenses and revenues due to the West Branch Pharmacy grant that were incurred, and

WHEREAS, the expenses in Fund 276, Housing Fund, were increased due to the recording of a loan payoff that was not budgeted for, and

WHEREAS, the expenses in Fund 661, Equipment Fund, were increased due to an understatement of repair expenses and due to the repairs for a damaged police vehicle., and

NOW, THEREFORE, BE IT RESOLVED, that the West Branch City Council hereby adopts the following budget amendments:

GL NUMBER	DESCRIPTION	2022-23 CURRENT BUDGET	2022-23 AMENDED BUDGET
-----------	-------------	------------------------------	------------------------------

Fund 243 - BROWNFIELD REDEVELOPMENT AUTHORITY  
FUND

Revenues

Dept 000.000

243-000.000-634.400	GRANT	1,728.50	19,000.00
243-000.000-664.400	INTEREST INCOME	0.00	0.00
Total Dept 000.000		1,728.50	19,000.00

TOTAL REVENUES		1,728.50	19,000.00
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Expenditures

Dept 000.000

243-000.000-801.700	CONTRACTUAL SERVICES	1,560.00	18,000.00
243-000.000-956.700	EXPENSES	168.50	168.50
Total Dept 000.000		1,728.50	18,168.50

TOTAL EXPENDITURES		1,728.50	18,168.50
--------------------	--	----------	-----------

Fund 243 - BROWNFIELD REDEVELOPMENT AUTHORITY FUND:

TOTAL REVENUES		1,728.50	19,000.00
TOTAL EXPENDITURES		1,728.50	18,168.50
NET OF REVENUES & EXPENDITURES		0.00	831.50
FUND BALANCE		0.00	831.50

Fund 276 - HOUSING RESOURCE FUND

Revenues

Dept 000.000

Total Dept 000.000		6,700.00	6,700.00
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TOTAL REVENUES		6,700.00	6,700.00
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Expenditures

Dept 000.000

Total Dept 000.000		0.00	0.00
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Dept 493.000 - MEDC

276-493.000-801.700	CONTRACTUAL SERVICES	0.00	0.00
276-493.000-850.700	GRANT EXPENDITURES	0.00	0.00
276-493.000-956.700	EXPENSES	0.00	62.00
Total Dept 493.000 - MEDC		0.00	62.00

Dept 965.000 - TRANSFERS

Total Dept 965.000 - TRANSFERS		0.00	0.00
TOTAL EXPENDITURES		0.00	62.00
Fund 276 - HOUSING RESOURCE FUND:			
TOTAL REVENUES		6,700.00	6,700.00
TOTAL EXPENDITURES		0.00	62.00
NET OF REVENUES & EXPENDITURES		6,700.00	6,638.00
FUND BALANCE		178,892.00	178,831.00
		2022-23	2022-23
		CURRENT	AMENDED
GL NUMBER	DESCRIPTION	BUDGET	BUDGET
Fund 661 - EQUIPMENT FUND			
Revenues			
Dept 000.000			
661-000.000-601.400	WATER FUND EQUIPMENT RENTAL	25,000.00	25,000.00
661-000.000-602.400	SEWER FUND EQUIPMENT RENTAL	12,000.00	12,000.00
661-000.000-602.402	SEWER COLLECITON EQUIP. RENT	16,000.00	16,000.00
661-000.000-603.400	LOCAL STREET EQUIPMENT RENTAL	20,700.00	20,700.00
	MAJOR STREET EQUIPMENT		
661-000.000-604.400	RENTAL	26,000.00	26,000.00
661-000.000-607.400	CEMETERY EQUIPMENT RENTAL	10,000.00	10,000.00
661-000.000-608.400	INDUSTRIAL PARK EQUIP. RENTAL	2,300.00	2,300.00
661-000.000-609.400	TRUNKLINE EQUIPMENT RENTAL	25,000.00	25,000.00
661-000.000-613.400	DDA EQUIP. RENTAL	0.00	0.00
661-000.000-614.400	GENERAL FUND EQUIP. RENTAL	54,200.00	54,200.00
661-000.000-634.400	GRANT	45,450.00	45,450.00
661-000.000-664.400	INTEREST INCOME	500.00	500.00
661-000.000-673.000	SALE OF FIXED ASSETS	1,500.00	1,500.00
661-000.000-695.400	MISCELLANEOUS	0.00	0.00
661-000.000-695.408	INSURANCE CLAIM INCOME	5,052.00	5,052.00
Total Dept 000.000		243,702.00	243,702.00
TOTAL REVENUES		243,702.00	243,702.00
Expenditures			
Dept 000.000			
661-000.000-703.700	SALARIES AND WAGES	12,500.00	12,500.00
661-000.000-710.700	OVERTIME	145.00	145.00
661-000.000-714.700	MANDATORY MEDICARE	183.00	183.00
661-000.000-715.700	SOCIAL SECURITY (EMPLOYER)	700.00	700.00
661-000.000-716.700	HEALTH INSURANCE PREMIUM	2,136.00	2,136.00

661-000.000-718.700	MERS RETIREMENT (EMPLOYER)	200.00	200.00
661-000.000-718.701	EMPLOYER DEFERED COMP.	210.00	210.00
	WORKERS COMPENSATION		
661-000.000-720.700	PREMIUM	457.00	457.00
661-000.000-724.700	UNEMPLOYMENT INS. BENEFIT	2.00	2.00
661-000.000-782.700	ADMINISTRATION	12,000.00	12,000.00
661-000.000-801.700	CONTRACTUAL SERVICES	0.00	0.00
661-000.000-805.700	REPAIR/PARTS	45,000.00	47,000.00
661-000.000-806.700	REPAIR/PARTS POLICE	11,000.00	13,000.00
661-000.000-818.700	INS. PREMIUM - LIABILITY	24,631.00	24,631.00
661-000.000-856.700	FUEL	35,000.00	35,000.00
661-000.000-868.700	FLUIDS	0.00	0.00
661-000.000-956.700	EXPENSES	60.00	60.00
661-000.000-956.708	INSURANCE CLAIM EXPENSE	0.00	5,215.00
661-000.000-966.700	DEPRECIATION	0.00	0.00
661-000.000-966.701	DEP.EXP. PUBLIC SAFETY	0.00	0.00
661-000.000-977.700	CAPITAL ACQUISITIONS	60,600.00	60,600.00
661-000.000-992.000	INTEREST EXPENSE	0.00	0.00
661-000.000-994.700	BOND	40,850.00	40,850.00
661-000.000-995.700	INTEREST DUE ON BONDS	4,517.00	4,517.00
Total Dept 000.000		250,191.00	259,406.00
TOTAL EXPENDITURES		250,191.00	259,406.00
Fund 661 - EQUIPMENT FUND:			
TOTAL REVENUES		243,702.00	243,702.00
TOTAL EXPENDITURES		250,191.00	259,406.00
NET OF REVENUES & EXPENDITURES		(6,489.00)	(15,704.00)
CARRYOVER		690,011.00	674,307.00

\* \* \* \* \*

**MOTION BY PUGH, SECOND BY JACKSON TO APPROVE RESOLUTION 23-17 G'S PIZZERIA SIDEWALK CAFE.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

### **RESOLUTION #23-17**

WHEREAS, the City of West Branch does allow for sidewalk cafes as per section 7.20 of the zoning ordinance, and

WHEREAS, any sidewalk café request from a business located off of Houghton Ave. must file a permit with MDOT, and



WHEREAS, a requirement to approval by MDOT requires a resolution of support from the local City Council, and

WHEREAS, upon approval by MDOT, it is the responsibility of the City to monitor the requirements of the permit, and

NOW, THEREFORE, BE IT RESOLVED, that the West Branch City Council does hereby approve the sidewalk café permit for G's Pizzeria for the 2023 calendar season

\* \* \* \* \*

**MOTION BY ADAIR, SECOND BY BENNETT TO APPROVE THE MINUTES AND SUMMARY FROM THE REGULAR MEETING AND CLOSED SESSION HELD MAY 15, 2023 AND THE SPECIAL MEETING HELD MAY 23, 2023.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

**MOTION BY BENNETT, SECOND BY JACKSON TO RECEIVE AND FILE THE TREASURER'S REPORT AND INVESTMENT SUMMARY; AND MINUTES FROM THE REGULAR MEETING OF THE DDA HELD APRIL 25, 2023.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

Mayor Frechette announced that the flower planting went well again this year. He also carried gratitude from the DDA to Member Adair for her wonderful weeding efforts.

Member Adair reported that she will not be present for the next Council meeting on the 19<sup>th</sup>.

Member Pugh stated that they are making excellent progress at the Veteran's building. She asked Manager Dantzer if MDOT would be doing another count this year. They will be doing another count at Valley Road. Concern was voiced that it would not be accurate as many already take an alternate route to avoid that corner.

Member Bennett requested that the City post their fire burning ordinance in response to the current conditions and wildfires that have cropped up.

Member Jackson reminded Council that the Airport Fly In is Saturday June 17<sup>th</sup> from 8:00 am to noon.

Manager Dantzer reminded Council that the first meeting in July would fall on the 3<sup>rd</sup> so it would be right between the weekend and Independence Day. He also informed members that there were five Mondays in July so if Council was inclined they could move the meetings to the 2<sup>nd</sup> and 4<sup>th</sup> Monday still allowing for two weeks in between and allowing for vacationing during the Independence Day weekend/holiday.

\* \* \* \* \*

**MOTION BY ZIMMERMAN, SECOND BY PUGH TO RESCHEDULE JULY'S CITY COUNCIL MEETINGS TO THE SECOND AND FOURTH MONDAY OF THE MONTH WHICH WOULD BE THE 10<sup>TH</sup> AND 24<sup>TH</sup>.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

\* \* \* \* \*

Manager Dantzer also reminded Council that his yearly evaluation was due. Discussion from Council Members ensued. Council agreed that Manager Dantzer is doing a fantastic job and that the funding he has applied for and received for the City to improve all aspects of West Branch is amazing. Member Zimmerman stated that every time she has a concern or idea and calls Manager Dantzer he is already researching or pursuing it.

**MOTION BY BENNETT, SECOND BY ZIMMERMAN TO SKIP THE EVALUATION FOR CITY MANAGER DANTZER THIS YEAR.**

**Yes —Adair, Bennett, Frechette, Jackson, Pugh, Zimmerman**

**No – None**

**Absent – Showalter**

**Motion carried**

Mayor Frechette requested if any Council Member has any goals or thoughts for the City to please contact Manager Dantzer.

\* \* \* \* \*

Manager Dantzer informed Council that 2025 would be the City of West Branch's Sesquicentennial. He is organizing a Planning Committee for this event. Mayor Frechette and Member Jackson volunteered. Member Adair volunteered as representing the Recreation Committee. Manager Dantzer stated that he had a couple other community members asking him about it also.

DPW Supervisor stated that summer help has been good this year. He has one staff member on board already with another starting next week.

Chief Walters reported that this is the busy season for them. Lots of events are scheduled in the summer.

Mayor Frechette adjourned the meeting at 6:48 pm.

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Paul Frechette, Mayor

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Lori Ann Clover, Clerk

SUMMARY OF THE REGULAR MEETING OF THE WEST BRANCH CITY COUNCIL HELD IN PERSON AND VIA VIDEO CONFERENCE IN THE COUNCIL CHAMBERS OF CITY HALL, 121 NORTH FOURTH STREET ON MONDAY, JUNE 5, 2023.

Mayor Frechette called the meeting to order at 6:00 p.m.

Present: Mayor Frechette, Council Members Adair, Bennett, Jackson, Pugh, and Zimmerman.

Absent: Member Showalter

Other officers present: Manager Dantzer, Clerk Clover, Chief Walters, DPW Supervisor Killackey, and Commissioner Scott.

All stood for the Pledge of Allegiance.

Commissioner Scott gave an update.

Mayor Frechette opened the Public Hearing for the sewer rates at 6:06 pm.

Council approved closing the public hearing at 6:10 pm.

Council approved the bid from Hodgins for General Road Repair.

Council approved the bid from J's Tree Cutting and Bucket Service for stump grinding at Iron's Park.

Council approved a 25% reduction in March's bill for 612 Parkway Dr.

Council approved bills in the amount of \$180,856.92.

Council excused Members Pugh and Showalter from the special meeting on May 23, 2023 and Member Showalter from today's meeting.

Council approved canceling Zoom for meetings unless there is a special request.

Council approved special event permits Home School Field Day, Music in the Park/Summer Concert Series, and Midnight Madness hosted by the Ogemaw Orioles.

Council approved Resolution 23-16 2022/2023 Budget Amendment and Resolution 23-17 G's Pizzeria Sidewalk Café.

Council approved the minutes and summary from the regular meeting and closed session held May 15, 2023 and the special meeting held May 23, 2023.

Council received and filed the treasurer's report and investment summary; and minutes from the regular DDA meeting held April 25, 2023.

Mayor Frechette; Members Adair, Pugh, Bennett, and Jackson; Manager Dantzer; DPW Supervisor Killackey; and Chief Walters gave updates.

Council approved rescheduling July's meetings to the 2<sup>nd</sup> and 4<sup>th</sup> Monday due to the Independence Day Holiday.

Council approved skipping City Manager Dantzer's yearly evaluation for this year.

Mayor Frechette adjourned the meeting at 6:48 pm.

CASH SUMMARY BY BANK FOR WEST BRANCH  
FROM 06/01/2023 TO 06/30/2023

Bank Code	Beginning Balance	Total	Total	Ending
Fund Description	06/01/2023	Debits	Credits	Balance
				06/30/2023
GEN1 GEN1 - GENERAL CHECKING				
101 GENERAL FUND	1,044,220.30	19,075.56	114,608.56	948,687.30
150 CEMETERY PERPETUAL CARE	41,045.19	0.00	0.00	41,045.19
209 CEMETERY FUND	4,704.50	0.00	2,981.57	1,722.93
237 MARIJUANA FUND	4,500.00	0.00	0.00	4,500.00
243 BROWNFIELD REDEVELOPMENT AUTHORITY FU	1,964.95	5,021.25	0.00	6,986.20
248 DDA OPERATING FUND	327,636.93	0.00	19,188.53	308,448.40
251 INDUSTRIAL PARK FUND	2,574.68	0.00	187.00	2,387.68
276 HOUSING RESOURCE FUND	186,080.98	464.00	0.00	186,544.98
318 SEWER DEBT FUND	21,057.65	11,070.24	169.61	31,958.28
319 WATER DEBT FUND	129,716.31	2,424.83	60,210.23	71,930.91
572 PLANT REPLACEMENT FUND (R&I)	2.70	0.00	0.00	2.70
590 SEWER FUND	368,729.16	16,634.57	35,686.39	349,677.34
591 WATER FUND	888,525.40	16,706.43	12,027.90	893,203.93
592 WATER REPLACEMENT FUND	538,169.62	27,869.00	27,868.35	538,170.27
593 SEWER COLLECTION	278,230.73	2,838.08	4,570.09	276,498.72
561 EQUIPMENT FUND	(47,126.93)	14,204.34	2,901.81	(35,824.40)
704 PAYROLL CLEARING	(18,443.18)	87,067.31	44,127.29	24,496.84
705 IRONS PARK ENTERTAINMENT FUND	13,376.57	520.00	0.00	13,896.57
707 YOUTH SAFETY PROGRAM	115.00	0.00	0.00	115.00
GEN1 - GENERAL CHECKING	3,785,080.56	203,895.61	324,527.33	3,664,448.84
MAJOR/ LOCAL STREETS				
202 MAJOR STREET FUND	742,596.20	37,239.09	63,599.26	716,236.03
203 LOCAL STREET FUND	387,635.03	64,494.29	2,293.14	449,836.18
MAJOR/ LOCAL STREETS	1,130,231.23	101,733.38	65,892.40	1,166,072.21
PAYROLL				
704 PAYROLL CLEARING	83,375.93	44,127.29	81,626.21	45,877.01
PAYROLL	83,375.93	44,127.29	81,626.21	45,877.01
THEM SAVINGS				
101 GENERAL FUND	459,766.09	0.00	0.00	459,766.09
150 CEMETERY PERPETUAL CARE	1,685.32	0.00	0.00	1,685.32
251 INDUSTRIAL PARK FUND	245.61	0.00	0.00	245.61
571 COLLECTION REPLACEMENT FUND	0.65	0.00	0.00	0.65
591 WATER FUND	26,431.08	0.00	0.00	26,431.08
592 WATER REPLACEMENT FUND	19,792.02	0.00	0.00	19,792.02
593 SEWER COLLECTION	3,185.64	0.00	0.00	3,185.64
561 EQUIPMENT FUND	103,558.53	0.00	0.00	103,558.53
SAVINGS	614,664.94	0.00	0.00	614,664.94
TAX TAXES				
701 TAX AGENCY	10,726.22	0.00	0.00	10,726.22
TAXES	10,726.22	0.00	0.00	10,726.22
TOTAL - ALL FUNDS	5,624,078.88	349,756.28	472,045.94	5,501,789.22

CASH SUMMARY BY ACCOUNT FOR WEST BRANCH  
FROM 06/01/2023 TO 06/30/2023  
FUND: ALL FUNDS  
INVESTMENT ACCOUNTS

Fund Account	Description	Beginning Balance 06/01/2023	Total Debits	Total Credits	Ending Balance 06/30/2023
Fund 101 GENERAL FUND					
004.300	CERTIFICATE OF DEPOSIT A	100,000.00	0.00	0.00	100,000.00
004.400	CERTIFICATE OF DEPOSIT B	150,306.70	0.00	0.00	150,306.70
	GENERAL FUND	250,306.70	0.00	0.00	250,306.70
Fund 150 CEMETERY PERPETUAL CARE					
004.300	CERTIFICATE OF DEPOSIT C	112,499.74	0.00	0.00	112,499.74
004.400	CERTIFICATE OF DEPOSIT D	113,500.06	0.00	0.00	113,500.06
	CEMETERY PERPETUAL CARE	225,999.80	0.00	0.00	225,999.80
Fund 251 INDUSTRIAL PARK FUND					
004.300	CERTIFICATE OF DEPOSIT A	100,000.00	0.00	0.00	100,000.00
004.400	CERTIFICATE OF DEPOSIT B	25,050.19	0.00	0.00	25,050.19
	INDUSTRIAL PARK FUND	125,050.19	0.00	0.00	125,050.19
Fund 661 EQUIPMENT FUND					
004.300	CERTIFICATE OF DEPOSIT A	150,000.00	0.00	0.00	150,000.00
004.400	CERTIFICATE OF DEPOSIT B	100,200.75	0.00	0.00	100,200.75
	EQUIPMENT FUND	250,200.75	0.00	0.00	250,200.75
	TOTAL - ALL FUNDS	851,557.44	0.00	0.00	851,557.44



# **West Branch Police Department**

**Chief Kenneth W. Walters**

**130 Page St.**

**West Branch, Michigan 48661**

**Phone: 989-345-2627 Fax: 989-345-0083**

**E-mail: [police@westbranch.com](mailto:police@westbranch.com)**

**6/9/2023**

**Honorable Mayor and Council,**

This is the May month end report. For the month of May, the department handled 144 Law Enforcement complaints and further had 26 ordinance violation contacts.

The most serious department arrests this month were numerous Domestic Assaults. In regards to blight, we have numerous residences that contact has been made for items such as partially sided buildings that came to a halt during the COVID period. We have been attempting to work with the owners on "corrective action plans" to get the properties back up to presentable in a reasonable time period.

School is coming to an end for the Summer and we will have Blake back for a few months. I will be meeting with the Superintendent soon to follow up on the year, but I have already been advised that the school district is very happy with Blake's performance and the level of assistance from our department and the city.

**Respectfully,**

A handwritten signature in black ink, appearing to be "K. Walters", written over a horizontal line.

**Chief Kenneth W. Walters**

## Offense Count Report

Page: 1

## Report Criteria:

Start Offense	End Offense	Officer	
01000	99009	ALL	
MAY2023	TOTAL2023	TOTAL2022	TOTAL2021
05/01/2023-05/31/2023	01/01/2023-05/31/2023	01/01/2022-12/31/2022	01/01/2021-12/31/2021

Offense	Description	MAY2023	TOTAL2023	TOTAL2022	TOTAL2021
11001	SEXUAL PENETR'N PENIS/VAGINA CSC1	0	0	1	1
11007	SEXUAL CONTACT FORCIBLE CSC2	1	2	1	0
11008	SEXUAL CONTACT FORCIBLE CSC4	1	1	1	1
13001	NONAGGRAVATED ASSAULT	3	12	19	19
13002	AGGRAVATED/FELONIOUS ASSAULT	0	0	2	4
13003	INTIMIDATION/STALKING	0	0	3	2
22001	BURGLARY - FORCED ENTRY	0	0	1	1
22002	BURGLARY - ENTRY W/OUT FORCE(INTENT	0	0	0	1
22003	BURGLARY - UNLAWFUL ENTRY(NO INTENT	0	0	3	0
23002	LARCENY - PURSE SNATCHING	0	0	0	2
23003	LARCENY - THEFT FROM BUILDING	0	1	1	2
23005	LARCENY - THEFT FROM MOTOR VEHICLE	0	0	3	9
23007	LARCENY - OTHER	0	4	9	8
24001	MOTOR VEHICLE THEFT	0	0	1	1
25000	FORGERY/COUNTERFEITING	0	0	1	1
26001	FRAUD - FALSE PRETENSE/SWINDLE/CONF	1	1	0	0
26002	FRAUD - CREDIT CARD/ATM	1	1	1	1
26003	FRAUD - IMPERSONATION	0	0	1	1
26005	FRAUD - WIRE	0	0	0	1
26006	FRAUD - BAD CHECKS	0	1	2	1
26007	FRAUD - IDENTITY THEFT	0	2	4	0
27000	EMBEZZLEMENT	0	0	3	0
28000	STOLEN PROPERTY	0	0	1	0
29000	DAMAGE TO PROPERTY	3	13	12	15
30002	RETAIL FRAUD - THEFT	1	1	1	0
35001	VIOLATION OF CONTROLLED SUBSTANCE	0	0	9	4
36004	SEX OFFENSE - OTHER	0	0	0	3
38001	FAMILY - ABUSE/NEGLECT NONVIOLENT	1	2	0	2
38003	FAMILY - OTHER	0	0	0	1
41002	LIQUOR VIOLATIONS - OTHER	0	0	1	1
42000	DRUNKENNESS	0	0	0	1
48000	OBSTRUCTING POLICE	0	0	2	5
49000	ESCAPE/FLIGHT	0	0	1	0
50000	OBSTRUCTING JUSTICE	0	16	37	29
52001	WEAPONS OFFENSE - CONCEALED	0	0	1	0
52003	WEAPONS OFFENSE - OTHER	0	1	0	2
53001	DISORDERLY CONDUCT	1	1	0	1
53002	PUBLIC PEACE - OTHER	1	1	0	0
54002	OUIL OR OUID	0	2	13	4
54003	DRIVING LAW VIOLATIONS	1	8	46	10
55000	HEALTH AND SAFETY	0	1	0	0
57001	TRESPASS	3	10	14	21
70000	JUVENILE RUNAWAY	0	0	6	0
70001	Incorrigible	0	0	1	0
70003	Juvenile Truancy	0	2	0	0
70004	Juvenile Issues	0	5	1	3
72000	ANIMAL CRUELTY	0	0	1	0

## Offense Count Report

Page: 2

## Report Criteria:

Start Offense	End Offense	Officer
01000	99009	ALL
MAY2023	TOTAL2023	TOTAL2022 TOTAL2021
05/01/2023-05/31/2023	01/01/2023-05/31/2023	01/01/2022-12/31/2022 01/01/2021-12/31/2021

Offense	Description	MAY2023	TOTAL2023	TOTAL2022	TOTAL2021
73000	MISCELLANEOUS CRIMINAL OFFENSE	0	5	2	4
75000	SOLICITATION	0	0	1	0
90001	Vehicle Lockouts	6	41	69	88
90002	Motorist Assists	2	4	9	15
90003	Assist E.M.S.	15	64	108	120
90005	City Ordinance Violations	3	12	7	29
90006	Prisoner Transports	0	0	1	0
90007	Parking Complaints	1	1	2	4
90008	ANIMAL COMPLAINTS	1	2	12	13
91001	Delinquent Minors	1	2	8	15
91002	Runaway	0	0	1	2
91003	K-9 Assists	2	3	16	7
91004	Abandoned Vehicle	0	0	3	2
92003	Walk Away (Ment. & Host.)	0	1	4	5
92004	Insanity	1	7	23	30
92005	MIP Civil	2	15	1	0
93001	PROPERTY DAMAGE ACCIDENT/PI	7	28	54	51
93002	Accident, Non-Traffic	0	8	26	32
93003	Civil Traffic Violations	0	0	1	0
93004	Parking Violations	0	0	1	1
93006	Traffic Policing	0	0	5	21
93007	Traffic Safety Public Relations	0	1	11	35
93008	Inspections/Investigations -Breathalyzer	0	0	0	1
94001	Valid Alarm Activations	0	1	0	3
94002	False Alarm Activations	5	33	81	63
95001	Accident, Fire	0	0	3	1
95003	Inspection, Fire	0	0	1	3
95004	Hazardous Condition	0	0	1	6
97001	Accident, Traffic	0	0	1	0
97003	Accident, Other Shooting	0	0	1	0
97006	Accident, All Other	0	0	0	2
98002	Inspections/Investigations -Motor Vehicles	0	1	1	0
98003	Inspections/Investigations -Property	0	0	1	7
98004	Inspections/Investigations -Other	7	11	27	7
98006	Civil Matters/Family Disputes	8	28	47	88
98007	Suspicious Situations/Subjects	18	69	109	178
98008	Lost/Found Property	3	6	13	13
98009	Inspections/Investigations -Drug Overdose	0	0	2	3
99002	Natural Death	0	2	5	5
99007	PR Activities	8	10	14	4
99008	General Assistance	34	149	384	283
99009	General Non-Criminal	2	13	36	35
Totals:		144	605	1296	1334



<b>CODE ENFORCEMENT 2023:</b>							
<b>Address</b>	<b>Date</b>	<b>Offense</b>	<b>Action Taken / Comments</b>	<b>Officer</b>			
140 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
242 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
306 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
	4/25/2023	Blight- Incomplete exterior of a structure	Partially sided home for excess of 12 months/ Photos taken/ Notice & CAP sent	JA			
	5/16/2023	Blight- Incomplete exterior of a structure	I have not received a CAP/ Called- No answer/ Left message	JA			
	5/16/2023	Blight- Incomplete exterior of a structure	Owner retruned call/ Will drop of CAP	JA			
	5/23/2023	Blight- Incomplete exterior of a structure	I have not received a CAP/ Called owner- advised it was put in the mail.	JA			
	5/27/2023	Blight- Incomplete exterior of a structure	Received CAP from the owner	JA			
340 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
372 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
376 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
406 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
426 State Street	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
325 Fairview Road	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
317 Fairview Road	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
295 Fairview Road	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
443 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
435 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
412 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
411 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
403 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
335 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
410 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
440 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
444 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
124 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			
400 E Houghton Ave	1/3/2023	City Charter Violation	Sidewalk cleared/ Closed	JA			

	2/18/2023	City Charter Violation	Snow Violation/ Sidewalk- City Manager Notified	JA
	3/4/2023	City Charter Violation	Snow Violation/ Sidewalk/ Ongoing- City Manager Notified	JA
	3/29/2023	City Charter Violation	Sidewalk cleared/ Closed	JA
419 N 3rd Street	1/10/2023	Blight- Trash Complaint	Trash brought into City limits for pickup/ Photos taken/ Advised was not allowed	JA
	1/20/2023	Blight- Trash Complaint	Trashed removed/ Closed	JA
	5/16/2023	Blight- Lawn Violation	Previously Noticed/ Photos taken/ Contractor notified	JA
	5/18/2023	Blight- Lawn Violation	Contractor cut the lawn/ Closed	JA
607 S Valley Street (Update)	1/12/2023	Dangerous / Unsafe Building	Email received- another contractor coming to give bid on exterior repair this coming week.	JA
	5/16/2023	Dangerous / Unsafe Building	Emailled for an update on the project.	JA
	5/17/2023	Dangerous / Unsafe Building	Email received- Contractor bids too high- requesting additional bids	JA
394 N 2nd Street (Update)	1/17/2023	Dangerous / Unsafe Building	Property sold- Notice/ CAP sent to new owner.	JA
	2/28/2023	Dangerous / Unsafe Building	Received CAP from the owner	JA
115 Sidney Street (Update)	1/20/2023	Blight- Trash Complaint	Trashed removed/ Closed	JA
110 E Houghton Ave	1/31/2023	City Charter Violation	Snow Violation/ Sidewalk- Notice mailed	JA
	2/17/2023	City Charter Violation	Sidewalk cleared/ Closed	JA
307 E Houghton Ave	1/31/2023	City Charter Violation	Snow Violation/ Sidewalk- Notice mailed	JA
	2/17/2023	City Charter Violation	Sidewalk cleared/ Closed	JA
105 W Houghton Ave	1/31/2023	City Charter Violation	Snow Violation/ Sidewalk- Notice mailed	JA
	2/17/2023	City Charter Violation	Sidewalk cleared/ Closed	JA
140 State Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
372 State Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
376 State Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
406 State Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
426 State Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
295 Fairview Road	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
317 Fairview Road	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
325 Fairview Road	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
279 N Burgess Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
	5/16/2023	Blight- Lawn Violation	Photos taken/ Notice sent	JA
	5/27/2023	Blight- Lawn Violation	Received notice back from USPS- Not deliverable	JA
	5/28/2023	Blight- Lawn Violation	Phone message delivered to the owner	JA
	5/30/2023	Blight- Lawn Violation	Lawn cut/ Closed	JA
284 N Burgess Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA
335 E Houghton Ave	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Previously noticed on 12/28/2022- City Hall advised.	JA

234 N 1st Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Notice mailed	JA
	2/17/2023	City Charter Violation	Sidewalk cleared/ Closed	JA
240 N 1st Street	2/7/2023	City Charter Violation	Snow Violation/ Sidewalk- Notice mailed	JA
	2/17/2023	City Charter Violation	Sidewalk cleared/ Closed	JA
720 Annie Street	2/22/2023	Blight- Trash Complaint	Reported Trash and furniture in the yard. Checked, reprinted items set out for trash pickup- No violation/ Closed	JA
City of West Branch	3/4/2023	Prohibited Signs	Business signs on utility poles/ Rightaway- Called/ No answer/ No return call/ Sent notice	JA
	3/14/2023	Prohibited Signs	Signs removed/ Closed	JA
243 N Burgess Street	3/29/2023	Blight- Trash Complaint	Accumulation of trash/ Photos taken/ Notice sent	JA
	4/10/2023	Blight- Trash Complaint	Progress/ Updated photos taken	JA
	4/24/2023	Blight- Trash Complaint	Owner working on solution for weekly trash accumulation	JA
	5/16/2023	Blight- Lawn Violation	Previously Noticed/ Photos taken/ Contractor notified	JA
	5/18/2023	Ordinance Violation	Dog at large- Previous warnings & citations- Owner cited	JA
	5/22/2023	Blight- Lawn violation	Contractor cut the lawn/ Closed	JA
347 N 3rd Street	4/24/2023	Blight- Trash Complaint	Accumulation of junk/ trash/ Photos taken/ Notice sent	JA
	5/23/2023	Blight- Trash Complaint	Called owner for an update/ Sending crew over today.	JA
	5/30/2023	Blight- Trash Complaint	Junk/ trash removed/ Closed	JA
226 N 2nd Street	4/24/2023	Blight- Incomplete exterior of a structure	Partially sided home for excess of 12 months/ Photos taken/ Notice & CAP sent	JA
	5/16/2023	Blight- Incomplete exterior of a structure	I have not received a CAP/ TX owner- working on home/ Will drop off CAP	JA
	5/23/2023	Blight- Incomplete exterior of a structure	I have not received a CAP/ TX owner- Will drop off CAP by Friday	JA
	5/30/2023	Blight- Incomplete exterior of a structure	I have not received a CAP/ TX owner- No answer/ left a message	JA
119 S 3rd Street	5/2/2023	Blight- Junk Auto/ Unregistered Vehicles	2 vehicles unregistered / Photos taken/ Notice	JA
	5/16/2023	Blight- Junk Auto/ Unregistered Vehicles	Clearing out garage for vehicles/ CAP mailed to WBPD	JA
	5/23/2023	Blight- Junk Auto/ Unregistered Vehicles	Received CAP from the owner	JA
134 S 2nd Street	5/16/2023	Blight- Lawn Violation	Previously Noticed/ Photos taken/ Contractor notified	JA
	5/18/2023	Blight- Lawn Violation	Contractor cut the lawn/ Closed	JA
403 S 4th Street	5/23/2023	Blight- Lawn Violation	Photos taken/ Notice sent	JA
	5/31/2023	Blight- Lawn Violation	Lawn cut/ Closed	JA
Lieutenant Joseph Adams:			Date: 5-31-2023	
West Branch Police Department				



121 North Fourth Street, West Branch, Michigan 48661  
Phone 989-345-0500, Fax 989-345-4390, e-mail [citymanager@westbranch.com](mailto:citymanager@westbranch.com)  
The City of West Branch is an equal opportunity provider, employer, and lender

As per section 4b of my City Manager contract, I am requesting that Council allow me to carryover 40 hours of vacation time from this fiscal year to next year. Below is the section from the contract. I originally had a weeklong trip to Florida scheduled in March that would have used this time; however, due to medical issues, we had to cancel our trip. We do eventually plan to take that trip but it we will not be able to travel until right around Labor Day. I would like to be able to carryover this time to be used for the makeup vacation we would take at that time.

**4b. Leave.** Employee shall be granted paid leave benefits enjoyed by all City employees including holiday, vacation, sick, and personal time. Vacation and personal days cannot be carried into the following year and will be forfeited the following July 1 unless otherwise approved by a vote of City Council.

Thank you for your consideration,

John Dantzer,  
City Manager