

**LAPEER CITY COMMISSION  
MINUTES OF A SPECIAL MEETING  
GOALS & OBJECTIVES  
FEBRUARY 24, 2021**

A special meeting of the Lapeer City Commission was held February 24, 2021 at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan. The meeting was called to order at 5:30 p.m.

**ROLL CALL**

Present: Mayor Marquardt.  
Commissioners: Atwood, Cattane, Osentoski, Pattison, Stroh.  
Absent: None.

City Manager: Dale Kerbyson, present.  
Directors Present: Church, Frisch, Hanna, Kluge, Oliver, Soldenski.

Mayor Marquardt called the meeting to order at 5:30 pm and turned the meeting over to City Manager Dale Kerbyson.

**GOALS & OBJECTIVES**

City Manager Dale Kerbyson reviewed the presentation for the 2021 through 2026 Goals and Objectives under the following topics:

- Marketing Our City
- Infrastructure Improvements
- Neighborhood Revitalization
- Parks, Recreation, Cemetery, Community Center, Campground, Train Depot
- Police Department
- Current & Rebranding Logos
- Rebranding
- Budget Considerations: Project Costs
- Up to \$500,000.00 available for new projects
- General Topics
- General Fund Balance History
- City of Lapeer Mission Statement
- Resolution – Adopting Goals & Objectives 9/16/19 through 6/30/2025

**Rebranding**

The Commission had a lengthy discussion in regards to changing the City Logo and rebranding which are two very separate items. Two options were discussed, ease into the new logo and/or do a big splash event announcing our new logo/brand. It was the consensus of the Commission to begin changing the logo, such as on letter head, anything new ordered with a logo should be switched over to the approved logo, this would be the first step to easing into the new logo. Step two is to wait and see what funds are available after two main projects are completed, then at that time, revisit how the new logo/rebranding should be rolled out as an event.

### **Up To \$500,000.00 Available For New Projects**

The Commission discussed the following new projects and what their priorities should be and the order in which each project should be completed:

- Demolition of White Jr. High - \$315,000
- Rebranding process as described - \$60,651.80
- Rebranding entrance statements - \$125,000
- MDOT entrance signs - \$10,000
- Hazzard Mitigation Grant Match/in cooperation with the County Drain Commissioner - \$100,000
- Resolve Lapeer Township annexation issue - \$40,000
- *Total cost for these above items \$768,851.80*

It was the consensus of the Commission that the above projects that should have the highest priority is as follow:

1. Demolition of White Jr. High - \$315,000
2. Hazzard Mitigation Grant Match/in cooperation with the County Drain Commissioner - \$100,000
3. Resolve Lapeer Township Annexation Issue - \$40,000

The remainder of the projects will be discussed at a later dated after the above two projects are completed wherein there would be a better understanding of what funds remain and are available to complete the rest of the requested projects.

### **038 20211 02-24 ADJOURNMENT**

Motion by Cattane.

Adjourn the regular meeting at 8:21 p.m.

Ayes: Atwood, Stroh, Cattane, Osentoski, Pattison.

Nays: None.

Absent: None.

MOTION CARRIED.

The regular meeting adjourned at 8:21 p.m.

---

Debbie Marquardt, Mayor

---

Tracey S. Russell, Deputy City Clerk