



Ottawa County

Board of Commissioners

Gregory J. DeJong
Chairperson

Roger A. Bergman
Vice-Chairperson

12220 Fillmore Street, Room 310, West Olive, Michigan 49460

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To All Ottawa County Commissioners:

The Ottawa County Board of Commissioners will meet on **Thursday, March 30, 2017 at 1:30 p.m.**, for the regular March meeting of the Board at Ottawa County Fillmore Street Complex in West Olive, Michigan.

The Agenda is as follows:

1. Call to Order by the Chairperson
2. Invocation – Commissioner Bergman
3. Pledge of Allegiance to the Flag
4. Roll Call
5. Presentation of Petitions and Communications
6. Public Comments and Communications from County Staff
7. Approval of Agenda
8. Actions and Reports

A. Consent Resolutions:

From the County Clerk/Register

1. Board of Commissioners Meeting Minutes
Suggested Motion:
To approve the Minutes of the [March 14, 2017 Board of Commissioners meeting.](#)

From Administration

2. [Monthly Accounts Payable for March 06, 2017 through March 17, 2017](#)
Suggested Motion:
To approve the general claims in the amount of \$3,465,003.77 as presented by the summary report for March 06, 2017 through March 17, 2017.

Francisco C. Garcia Joseph S. Baumann Donald G. Disselkoen Allen Dannenberg Michael P. Haverdink
Kelly M. Kuiper James H. Holtvluwer Philip D. Kuyers Matthew R. Fenske

3. [Ottawa County Corporation Counsel's 2016 Annual Report](#)

Suggested Motion:

To receive for information the Ottawa County Corporation Counsel 2016 Annual Report.

From the Finance and Administration Committee

4. [2017 Budget Amendments](#)

Suggested Motion:

To approve the 2017 budget adjustments per the attached schedule.

B. Action Items:

From the Planning and Policy Committee

1. [Grant Application – Stearns Creek Acquisition Project](#)

Suggested Motion:

To approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution authorizing submittal of the Stearns Creek Acquisition Project grant proposal to the Michigan Natural Resources Trust Fund.

2. [Grant Application – Historic Ottawa Beach Waterfront Improvements Project](#)

Suggested Motion:

To approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution authorizing submittal of the Historic Ottawa Beach Waterfront Improvements Project grant proposal to the Michigan Natural Resources Trust Fund.

From the Finance and Administration Committee

3. [Resolution to Authorize "Qualifying Statements" for Bonding Purposes](#)

Suggested Motion:

To approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution to authorize certification of a "Qualifying Statements" for bonding purposes.

4. [Fidlar Contract Amendment](#)

Suggested Motion:

To approve and authorize the Board Chairperson and Clerk/Register to sign the amendment to the Fidlar Contract at an increased cost of \$21,786.67.

5. [SeyferthPR County Rebranding Project](#)

Suggested Motion:

To approve and authorize the Board Chairperson and Clerk/Register to sign the contract with SeyferthPR for rebranding strategy and creative design for Ottawa County in an amount not to exceed \$14,750.

6. [Downgrade the Senior Application Specialist Position](#)

Suggested Motion:

To approve the request from the Innovation and Technology Department to downgrade one (1) FTE Senior Application Specialist (U7A) to an Application Specialist II (U6A) at a savings of a \$9,627.72.

7. [Upgrade the Network Administrator II Position](#)
Suggested Motion:
To approve the request from the Innovation Technology Department to Upgrade one (1) FTE Network Administrator II (U6A) to a Network Administrator II/III (U6A/U7A) at a cost of \$9,627.72.
8. [Community Mental Health Personnel Request](#)
Suggested Motion:
To approve the request from Community Mental Health to reclassify one 0.5 FTE Support Coordinator Aide (Group T CMH 12) to one 0.5 FTE Mental Health Specialist (Group T CMH 13) at a cost of \$1,891.13.
9. [58th District Court's Personnel Request](#)
Suggested Motion:
To approve the request from District Court to increase the RPC I position from a 0.25 FTE to 0.4875 FTE at a cost of \$6,698.21.
10. [Planning & Performance Improvement Personnel Request](#)
Suggested Motion:
To approve the request from Planning & Performance Improvement to reclassify (1) .50 FTE Purchase Development Rights Specialist at a Group T Grade 14, Step A to (1) .50 FTE Farmland Preservation Analyst at an Unclassified Grade 4A, Step B at a total eventual cost increase of \$18.66.

C. Appointments:

From the Talent and Recruitment Committee

1. [Board Appointment](#)
Suggested Motion:
To place into nomination the name(s) of (*indicates recommendation from the Interview Subcommittee):

[*Julie Kenyon](#)
and to select one (1) to fill one (1) Primary Consumer vacancy on the Community Mental Health Board beginning April 1, 2017 and ending March 31, 2020 (three (3) year term).
2. [Board Appointment](#)
Suggested Motion:
To place into nomination the name(s) of (*indicates recommendation from the Interview Subcommittee):

[*Katie Clausing](#)
[*Alberto Serrano](#)
[Thomas Mullaney](#)
and to select two (2) to fill two (2) General Public vacancies on the Community Mental Health Board beginning April 1, 2017 and ending March 31, 2020 (three (3) year term).

D. Discussion Items:

From Administration

1. [Ottawa County Corporation Counsel's 2016 Annual Report](#)
(Greg Rappleye, Corporation Counsel)
9. Report of the County Administrator
10. General Information, Comments, and Meetings Attended
11. Public Comments
12. Adjournment

**PROPOSED
PROCEEDINGS OF THE OTTAWA COUNTY
BOARD OF COMMISSIONERS
MARCH SESSION – SECOND DAY**

The Ottawa County Board of Commissioners met on Tuesday, March 14, 2017, at 1:30 p.m. and was called to order by the Chair.

Mr. Haverdink pronounced the invocation.

The Clerk/Register led in the Pledge of Allegiance to the Flag.

Present at roll call: Messrs. Garcia, Baumann, Disselkoen, Dannenberg, Haverdink, Holtvluwer, DeJong, Kuyers, Bergman, Fenske. (10)

Absent: Mrs. Kuiper. (1)

B/C 17- 052 Mr. Fenske moved to approve the agenda of today as presented. The motion passed.

B/C 17-053 Mr. Bergman moved to approve the following Consent Resolutions:

1. To approve the Minutes of the March 2, 2017 Board of Commissioners meeting.
2. To approve the general claims in the amount of \$4,866,277.00 as presented by the summary report for February 20, 2017 through March 3, 2017.
3. To receive for information the Ottawa County Community Action Agency 2016 Annual Report.
4. To receive for information the Ottawa County Treasurer's 2016 Annual Report.
5. To receive for information the Ottawa County Department of Public Health 2016 Annual Report.

The motion passed as shown by the following votes: Yeas: Messrs. Kuyers Holtvluwer, Garcia, Dannenberg, Bergman, Disselkoen, Haverdink, Baumann, Fenske, DeJong. (10)

B/C 17-054 Mr. Kuyers moved to approve the Ottawa County Park Facilities Rules and Regulations Ordinance 94-3 as amended by Ordinance 17-1. The motion passed.

B/C 17-055 Mr. Kuyers moved to approve the Ottawa County Open Space Lands Rules and Regulations Ordinance 03-2 as amended by Ordinance 17-2. The motion passed.

B/C 17-056 Mr. Kuyers moved to approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution authorizing submittal of the Grand River Park Fishing Deck Renovation Project grant proposal to the Michigan Department of Natural Resources Passport grant program. The motion passed as shown by the following votes: Yeas:

Messrs. Garcia, Fenske, Disselkoen, Dannenberg, Haverdink, Holtvluwer, Baumann, Kuyers, Bergman, DeJong. (10)

- B/C 17-057 Mr. Kuyers moved to approve and authorize the Board Chairperson and Clerk/Register to sign the Professional Services Agreement with Fleis and VandenBrink to conduct the Bend Area Expansion ESA at a cost of \$24,850 with funding from the Parks and Recreation Budget. The motion passed as shown by the following votes: Yeas: Messrs. Dannenberg, Baumann, Fenske, Haverdink, Garcia, Bergman, Holtvluwer, Disselkoen, Kuyers, DeJong. (10)
- B/C 17-058 Mr. Kuyers moved to approve the proposal of M.C. Smith Associates and Architectural Group for architecture and engineering services related to the Hager Park rental building roof at a cost of \$2,920 for task one and fees of 5.4% and 2.3% plus reimbursable expenses for tasks two and three respectively, with funding from the Parks and Recreation budget. The motion passed as shown by the following votes: Yeas: Messrs. Kuyers, Holtvluwer, Haverdink, Garcia, Disselkoen, Fenske, Dannenberg, Bergman, Baumann, DeJong. (10)
- B/C 17-059 Mr. Kuyers moved to accept the withdrawal of bid from Avink Design for architectural services related to the design of interior space for the North Park Operations Center to be located at Eastmanville Farm and approve and authorize the Board Chairperson and Clerk/Register to sign the Professional Services Agreement with the second low bidder, Fleis & VandenBrink Engineering, Inc., at a cost of \$12,900 with funding from the Parks and Recreation budget. The motion passed as shown by the following votes: Yeas: Messrs. Fenske, Disselkoen, Kuyers, Garcia, Holtvluwer, Baumann, Bergman, Dannenberg, Haverdink, DeJong. (10)
- B/C 17-060 Mr. Kuyers moved to approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution approving the Electric Services Contract with Consumers Energy Company for the Fillmore Street Complex. The motion passed as shown by the following votes: Yeas: Messrs. Disselkoen, Fenske, Baumann, Kuyers, Garcia, Dannenberg, Bergman, Holtvluwer, Haverdink, DeJong. (10)

Discussion Items:

1. Ottawa County Brownfield Redevelopment Authority (OCBRA) Status Update – A powerpoint presentation on the Brownfield Redevelopment Authority was presented by David Miller.
2. Michigan Association of Counties Update – Steve Currie, Executive Director, gave a Michigan Association of Counties update. A website has been developed to educate people on what Counties do. He gave a brief legislative update and talked about upcoming issues.
3. Ottawa County Community Action Agency 2016 Annual Report – The 2016 Ottawa County Community Action Agency Annual Report was presented by Paula Huyser, CAA Program Manager.

Mr. Disselkoen left at 2:20 p.m.

4. Ottawa County Treasurer's 2016 Annual Report – The 2016 Ottawa County Treasurer's Report was presented by Bradley Slagh, Treasurer.
5. Ottawa County Department of Public Health 2016 Annual Report – The 2016 Ottawa County Department of Public Health Annual Report was presented by Lisa Stefanovsky, Health Officer.

The County Administrator's report was presented.

Several Commissioners commented on meetings attended and future meetings to be held.

B/C 17-061 Mr. Fenske moved to adjourn at 2:56 p.m. subject to the call of the Chair. The motion passed.

JUSTIN F. ROEBUCK, Clerk/Register
Of the Board of Commissioners

GREGORY DEJONG, Chairman
Of the Board of Commissioners

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Fiscal Services

Submitted By: Karen Karasinski

Agenda Item: Monthly Accounts Payable for March 06, 2017 through March 17, 2017

SUGGESTED MOTION:

To approve the general claims in the amount of \$3,465,003.77 as presented by the summary report for March 06, 2017 through March 17, 2017.

SUMMARY OF REQUEST:

Approve vendor payments in accordance with the Ottawa County Purchasing Policy.

FINANCIAL INFORMATION:

| | | | | |
|-----------------------------|------------------------------------|---------------------|---|-----------------------------|
| Total Cost: \$ 3,465,003.77 | General Fund Cost: \$ 3,465,003.77 | Included in Budget: | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
|-----------------------------|------------------------------------|---------------------|---|-----------------------------|

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☒ Mandated ☐ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 1: To Maintain and Improve the Strong Financial Position of the County.

Objective: Goal 1-1: Maintain and improve current processes and implement new strategies to retain a balanced budget.

ADMINISTRATION

☒ Recommended

☐ Not Recommended


☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date:

Total Checks/Automated Clearing House (EFT) 03/06/2017 through 03/17/2017

I hereby certify that to the best of my knowledge the List of Audit Claims, a summary of which is attached, constitutes all claims received and audited for payment. The amount of claims to be approved totals \$3,465,003.77.



Karen Karasinski
Fiscal Services Director

3-20-17

Date

We hereby certify that the Board of Commissioners has approved the claims on this 28th day of March, 2017.

Greg DeJong, Chairperson
Board of Commissioners

Justin Roebuck, Clerk/Register of Deeds

| FUND NUMBER | FUND NAME | CHECK/EFT TOTALS | P-CARD BATCH | CHECK/EFT/WIRE TOTALS FOR AP |
|----------------|-----------------------------------|---------------------|-----------------|---------------------------------|
| 0000 | TREASURY FUND | 0.00 | 0.00 | 0.00 |
| 1010 | GENERAL FUND | 712,179.59 | 0.00 | 712,179.59 |
| 1500 | CEMETERY TRUST | 0.00 | 0.00 | 0.00 |
| 2081 | PARKS & RECREATION | 65,145.69 | 0.00 | 65,145.69 |
| 2160 | FRIEND OF COURT | 6,362.81 | 0.00 | 6,362.81 |
| 2180 | OTHER GOVERNMENTAL GRANTS | 36,620.90 | 0.00 | 36,620.90 |
| 2210 | HEALTH | 55,266.85 | 0.00 | 55,266.85 |
| 2220 | MENTAL HEALTH | 716,692.08 | 0.00 | 716,692.08 |
| 2221 | MENTAL HEALTH MILLAGE | 39,882.30 | 0.00 | 39,882.30 |
| 2225 | SUBSTANCE USE DISORDER | 84,691.90 | 0.00 | 84,691.90 |
| 2271 | SOLID WASTE CLEAN-UP | 0.00 | 0.00 | 0.00 |
| 2272 | LANDFILL TIPPING FEES | 3,296.16 | 0.00 | 3,296.16 |
| 2340 | FARMLAND PRESERVATION | 0.00 | 0.00 | 0.00 |
| 2430 | BROWNFIELD REDEVELOPMENT | 0.00 | 0.00 | 0.00 |
| 2444 | INFRASTRUCTURE FUND | 0.00 | 0.00 | 0.00 |
| 2550 | HOMESTEAD PROPERTY TAX | 0.00 | 0.00 | 0.00 |
| 2560 | REGISTER OF DEEDS AUTOMATION FUND | 150.00 | 0.00 | 150.00 |
| 2602 | WEMET | 12,517.31 | 0.00 | 12,517.31 |
| 2630 | SHERIFF GRANTS & CONTRACTS | 30,309.48 | 0.00 | 30,309.48 |
| 2631 | CONCEALED PISTAL LISCENSING | 158.50 | 0.00 | 158.50 |
| 2901 | DEPT OF HUMAN SERVICES | 144.21 | 0.00 | 144.21 |
| 2920 | CHILD CARE - PROBATE | 80,469.75 | 0.00 | 80,469.75 |
| 2970 | DB/DC CONVERSION | 0.00 | 0.00 | 0.00 |
| 3010 | DEBT SERVICE | 0.00 | 0.00 | 0.00 |
| 4020 | CAPITAL IMPROVEMENTS | 156,296.76 | 0.00 | 156,296.76 |
| 5160 | DELINQUENT TAXES | 0.00 | 0.00 | 0.00 |
| 5360 | LAND BANK AUTHORITY | 0.00 | 0.00 | 0.00 |
| 6360 | INNOVATION & TECHNOLOGY | 84,214.65 | 0.00 | 84,214.65 |
| 6450 | DUPLICATING | 0.00 | 0.00 | 0.00 |
| 6550 | TELECOMMUNICATIONS | 16,678.65 | 0.00 | 16,678.65 |
| 6641 | EQUIPMENT POOL | 187,558.00 | 0.00 | 187,558.00 |
| 6770 | PROTECTED SELF-FUNDED INSURANCE | 5,922.50 | 0.00 | 5,922.50 |
| 6771 | EMPLOYEE BENEFITS | 18,410.22 | 0.00 | 18,410.22 |
| 6772 | PROTECTED SELF-FUNDED UNEMPL INS. | 0.00 | 0.00 | 0.00 |

ACCOUNTS PAYABLE CHECKS/EFTS/WIRES 03/06/2017 THROUGH 03/17/2017

| FUND NUMBER | FUND NAME | CHECK/EFT TOTALS | P-CARD BATCH | CHECK/EFT/WIRE TOTALS FOR AP |
|----------------|------------------------------------|-----------------------|-----------------|---------------------------------|
| 6775 | LONG-TERM DISABILITY INSURANCE | 5,307.07 | 0.00 | 5,307.07 |
| 7010 | AGENCY | 972,747.15 | 0.00 | 972,747.15 |
| 7040 | IMPREST PAYROLL | 149,916.67 | 0.00 | 149,916.67 |
| 7360 | OPEB TRUST | 0.00 | 0.00 | 0.00 |
| 6780 | OTTAWA CNTY-INSURANCE AUTHORITY | 0.00 | 0.00 | 0.00 |
| 8010 | SPECIAL ASSESS. DRAINS | 24,064.57 | 0.00 | 24,064.57 |
| 8011 | DRAINS-CAPITAL PROJECTS FUND | 0.00 | 0.00 | 0.00 |
| 8020 | DRAINS-REVOLVING | 0.00 | 0.00 | 0.00 |
| 8510 | DRAINS-DEBT SERVICE FUND | 0.00 | 0.00 | 0.00 |
| 8725 | INLAND LAKE IMPROVEMENT | 0.00 | 0.00 | 0.00 |
| 8800 | BROWNFIELD REDEVELOPMENT AUTHORITY | 0.00 | 0.00 | 0.00 |
| | | <u>\$3,465,003.77</u> | <u>\$0.00</u> | <u>\$3,465,003.77</u> |

Action Request



| | |
|-------------------------------|--|
| Committee: | Board of Commissioners |
| Meeting Date: | 03/30/2017 |
| Requesting Department: | Ottawa County Corporation Counsel |
| Submitted By: | Misty Cunningham |
| Agenda Item: | Ottawa County Corporation Counsel's 2016 Annual Report |

SUGGESTED MOTION:

To receive for information the Ottawa County Corporation Counsel 2016 Annual Report.

SUMMARY OF REQUEST:

In accordance with the 2017 Rules of the Ottawa County Board of Commissioners:

Section 4.6 - Annual Reports From Departments of County Government - It is the policy of the Board of Commissioners to receive annual, written and oral Reports from all Departments of County government. Written reports shall be in a form approved by the County Administrator and shall, in the ordinary course, be submitted directly to the Board of Commissioners through the County Administrator's Office.

FINANCIAL INFORMATION:

| | | | | |
|---------------------|----------------------------|---------------------|------------------------------|--|
| Total Cost: \$ 0.00 | General Fund Cost: \$ 0.00 | Included in Budget: | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
|---------------------|----------------------------|---------------------|------------------------------|--|

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☒ Mandated ☐ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 2: To Maintain and Enhance Communication with Citizens, Employees, and Other Stakeholders.

Objective: Goal 2-2: Review existing and implement new strategies to maximize communication with citizens.

Goal 2-4: Evaluate communication with other key stakeholders.

ADMINISTRATION

☒ Recommended

☐ Not Recommended

☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date:

ANNUAL REPORT

CORPORATION COUNSEL



PRESENTED TO:

**OTTAWA COUNTY BOARD OF
COMMISSIONERS
MARCH 2017**

ANNUAL REPORT

THE OTTAWA COUNTY OFFICE OF CORPORATION COUNSEL

This report is submitted to the Ottawa County Board of Commissioners regarding the annual activities of the Ottawa County Office of Corporation Counsel, and to note the significant projects of the Office during 2016.

The Office of Corporation Counsel was established by the Ottawa County Board of Commissioners in October, 2000. Prior to that date the functions of the office were performed by the Ottawa County Prosecutor's Office, under the direction of Ronald J. Frantz, Ottawa County Prosecutor. The creation of an office of corporation counsel as an independent department of county government is authorized by statute, MCL 49.71. The Ottawa County Office of Corporation Counsel works under the general direction and supervision of the County Administrator.

As County departments go, ours is a small one. The Office consists of:

Gregory J. Rappleye
Corporation Counsel
Ottawa County Office of Corporation Counsel
12220 Fillmore Street
Room 331
West Olive, Michigan 49460
(616) 738-4861

Lisa Olson
Administrative Assistant
Ottawa County Office of Corporation Counsel
12220 Fillmore Street
Room 331
West Olive, Michigan 49460
(616) 738-4865

In October 2008, the Office of Corporation Counsel moved to its new offices in the Administrative wing of the Fillmore Street facility. The Office is fully equipped to operate as a law office, with direct access to Michigan statutes, Michigan Attorney General's Opinions, the Michigan Court Rules and several digest services, as well as Internet access through WESTLAW to a wide variety of case services, law reviews, and other texts and library resources. As of the date this Report will be formally presented to the Board of Commissioners, Lisa Olson and I will be beginning 26 years of service to the County.

The Office of Corporation Counsel continues to serve as the primary legal services provider for the Ottawa County Board of Commissioners and all branches and departments of Ottawa County government, including the County's elected officials and the Ottawa County Tax Allocation Board. The Office also provides legal advice and services to the Ottawa County, Michigan Insurance Authority, to the West Michigan Enforcement Team (WEMET), to the Ottawa County Hazardous Materials Response and Technical Rescue Team (HAZMAT), the Ottawa County Land Bank Authority and the Ottawa County Election Board. If a legal matter requires the expertise of outside counsel, our Office coordinates the placement of the file and coordinates activities with outside counsel and the affected County department. The majority of County litigation is handled through the Ottawa County, Michigan Insurance Authority, which is represented by the law firm of Silver & Van Essen. We work closely with that firm, and with Doug Van Essen in particular, to coordinate the representation of the County in litigation. Our office is also occasionally involved in labor matters, both independently and in conjunction with outside counsel.

The Office of Corporation Counsel also acts as Freedom of Information Act Coordinator for Ottawa County and as Chief Privacy Officer for the County under the Health Insurance Portability and Accountability Act ("HIPAA").

During 2016, the Office of Corporation Counsel prepared, reviewed and approved a total of 491 written contracts. We also prepared 20 formal Resolutions, prepared numerous award and recognition resolutions, and responded (in writing) to 90 formal requests for documents under the Michigan Freedom of Information Act, and provided legal and administrative advice to the Sheriff's Office and other County agencies on many others.

We attend and provide legal advice during meetings of the Ottawa County Board of Commissioners and its constituent committees, and during meetings of the Ottawa County Insurance Authority, the Insurance Authority "Work Group," the Ottawa County Community Mental Health Board, (including membership on the Agency's Compliance Committee and through June, 2016, the representation of the Ottawa County Community Mental Health Agency in contested case hearings before the Michigan Administrative Tribunal), and the West Michigan Enforcement Team. Legal advice, analysis, and consultation are also provided to the various departments of Ottawa County government and its elected officials through meetings, memorandums, and various informal consultations. Working with the County Administrator, our office is involved on a continuing basis in the preparation of the agendas and supporting materials for the Board of Commissioners and the various Board committees.

Among the tasks performed by our Office during the past year, we note the following:

- Working with the Ottawa County Treasurer's Office, our office organized, prepared the documents, filed, and conducted a hearing to strike delinquent personal property taxes on behalf of 18 units of local government within Ottawa County.

- Working with the Ottawa County Treasurer's Office, we filed and successfully completed an action in the Ottawa County Circuit Court to implement the County Board's decision to act as the local foreclosing entity for delinquent property taxes within Ottawa County, and were involved in successful litigation efforts in the Michigan Court of Appeals and Michigan Supreme Court on behalf of the Treasurer's Office in regards to these matters.
- Working with the Ottawa County Treasurer's Office, we were significantly involved in bringing various collection efforts on behalf of the Delinquent Tax Revolving Fund to successful resolutions during 2016.
- Were significantly involved in the implementation of the "Four C's" programs within Ottawa County and in the "Disney Way" project.
- Continued work on the comprehensive revision of county policies and procedures, including a comprehensive revision of the County's Freedom of Information Act policies, and in the administration of Ottawa County's HIPAA compliance program.
- Developed and instituted procedures to monitor and track performance of the functions of the Office of Corporation Counsel.
- Become principal provider of legal services to the Great Lakes Agricultural Incubator.
- Provided legal advice and services to the Ottawa County Clerk's Office in the wake of the 2016 national elections and the "build-up" to the 2017 Michigan presidential recount.
- Working with the Ottawa County Sheriff's Office, we gave our annual presentation to Ottawa County area landlords, regarding "Crime Free Lease" provisions, court procedures, and updates on Michigan landlord-tenant law.

We appreciate your trust, and have appreciated the opportunity to serve the Board, the elected officials, and County Administration in the past year.

Very Truly Yours,

Gregory J. Rappleye
Ottawa County Corporation Counsel

Action Request



Committee: Finance and Administration

Meeting Date: 03/21/2017

Requesting Department: Fiscal Services

Submitted By: Karen Karasinski

Agenda Item: 2017 Budget Amendments

SUGGESTED MOTION:

To approve and forward to the Board of Commissioners the 2017 budget adjustments per the attached schedule.

SUMMARY OF REQUEST:

Approve budget adjustments processed during the month for appropriation changes and line item adjustments.

Mandated action required by PA 621 of 1978, the Uniform Budget and Accounting Act.

Compliance with the Ottawa County Operating Budget Policy.

FINANCIAL INFORMATION:

Total Cost: \$ 0.00 General Fund Cost: \$ 0.00 Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☒ Mandated ☐ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 1: To Maintain and Improve the Strong Financial Position of the County.

Objective: Goal 1-1: Maintain and improve current processes and implement new strategies to retain a balanced budget.

Goal 1-2: Maintain and improve the financial position of the County through legislative advocacy.

Goal 1-3: Maintain or improve bond credit ratings. Goal 1-3: Maintain or improve bond credit ratings.

ADMINISTRATION

☒ Recommended

☐ Not Recommended

☐ Without Recommendation

County Administrator:

Alan G. Vandenberg

Committee/Governing/Advisory Board Approval Date:

| BA Number | Fund | Department | Explanation | Revenue | Expense |
|-------------|-------------------------|----------------------------|--|--------------|--------------|
| 2017 | | | | | |
| 6-39 | General Fund | GF QEC Bonds-Debt Service | Move QEC Subsidy | \$ (151,450) | \$ (151,450) |
| 6-39 | Debt | Debt Service | Move QEC Subsidy | \$ 151,450 | |
| 6-39 | Debt | Debt Service | Transfer-in General Fund | \$ (151,450) | |
| 6-112 | General Fund | Sheriff | Donations - Cold Case(s) | \$ 2,500 | \$ 2,500 |
| 5-233 | Sheriff Grants | Grand Haven Township | Purchase Trailer,Taser,Sensor & Other Equipment | \$ 10,000 | \$ 10,000 |
| 5-407 | General Fund | Elections | Presidential Recount - additional expense to be reimbursed | \$ 13,196 | \$ 13,196 |
| 5-448 | Sheriff Grants | Allendale | Purchase Taser | \$ 1,000 | \$ 1,000 |
| 5-482 | Other Government Grants | Sobriety Treatment Program | State of Michigan-Judicial Grant | \$ 5,000 | |
| 5-482 | Other Government Grants | Sobriety Treatment Program | General Fund Transfer-in | | \$ (5,000) |
| 5-482 | General Fund | General Fund Transfer-out | General Fund Transfer-out | | \$ (5,000) |
| 5-653 | Other Government Grants | Adult Drug Treatment Court | Grant Adjusted to Actual Award | \$ 17,500 | \$ 17,500 |
| 5-681 | Health Fund | Various | Grant Adjusted to Actual Award | \$ (2,100) | \$ (2,100) |
| 5-458 | General Fund | Jail | Use of restricted booking fee income for eligible training | | \$ 5,462 |

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Parks and Recreation

Submitted By: Misty Cunningham

Agenda Item: Grant Application – Stearns Creek Acquisition Project

SUGGESTED MOTION:

To approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution authorizing submittal of the Stearns Creek Acquisition Project grant proposal to the Michigan Natural Resources Trust Fund.

SUMMARY OF REQUEST:

Ottawa County Parks continues to pursue key acquisitions in conjunction with its Grand River Greenway initiative. The proposed Stearns Creek Acquisition Project is a project that has been under consideration for many years and the Parks Commission desires to move forward with a grant application to assist with the purchase. The goal is to create a new 117 acre park property in Robinson Township which would be available for a range of recreational uses including hiking, cross-country skiing, kayaking, fishing and archery deer hunting. The attached project summary provides more details on the project and proposed new park.

FINANCIAL INFORMATION:

Total Cost: \$ 0.00 General Fund Cost: \$ 0.00 Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 3: To Contribute to the long-term economic, social and environmental health of the County.

4: To Continually Improve the County's Organization and Services.

Objective: Goal 3-2: Consider initiatives that contribute to the social health and sustainability of the County and its' residents.

Goal 3-3: Consider initiatives that contribute to the environmental health and sustainability of the County and its' residents.

Goal 4-4: Examine opportunities for increased cooperation and collaboration with local government and other partners.

ADMINISTRATION

☒ Recommended

☐ Not Recommended

☐ Without Recommendation

County Administrator

Committee/Governing/Advisory Board Approval Date: Planning and Policy

03/09/2017



Ottawa County Parks &
Recreation Commission
12220 Fillmore St., West Olive, Michigan 49460
(616) 738-4810 www.miottawa.org/parks

MEMORANDUM

Date: March 24, 2017

To: Ottawa County Board of Commissioners

From: John Scholtz, Parks and Recreation Director

RE: Grant Application – Stearns Creek Acquisition Project

Ottawa County Parks continues to pursue key acquisitions in conjunction with its Grand River Greenway initiative. The proposed Stearns Creek Acquisition Project is a project that has been under consideration for many years and the Parks Commission desires to move forward with a grant application to assist with the purchase. The goal is to create a new 117 acre park property in Robinson Township which would be available for a range of recreational uses including hiking, cross-country skiing, kayaking, fishing and archery deer hunting. The attached project summary provides more details on the project and proposed new park.

Proposed motion:

To approve and authorize the Board Chairperson and Clerk to sign the resolution authorizing submittal of the Stearns Creek Acquisition Project grant proposal to the Michigan Natural Resources Trust Fund.

This request relates to a non-mandated activity and supports Goal #3 “To contribute to a healthy physical, economic and community environment,” and Goal #4 “To continually improve the County’s organization and services.”

Grant Summary Sheet

STEARNS CREEK ACQUISITION PROJECT

Michigan Natural Resources Trust Fund Proposal

Granting Agency: Michigan Natural Resources Trust Fund

Grant Deadline: April 1, 2017

Project Summary: Ottawa County is seeking to add a new public open space in the Grand River Greenway corridor with the acquisition of 117 acres of land including 6,013 feet along Stearns Bayou and Stearns Creek.

The bayous of the lower Grand River are special natural features, not commonly found in Michigan river systems, and relatively little of the bayou land is protected through public ownership. Forty (40) acres of the site is located within the 100 year floodplain and 25 of these acres are high quality and largely undisturbed Great Lakes marshland where a state threatened species, wild rice (*Zizania aquatica*), is found in abundance. The Stearns Bayou wild rice stand is one of only ten known populations of *Z. aquatica* in Michigan and one of the largest. Considered a freshwater estuary, Stearns Creek is one of just a few unprotected estuaries along the Grand River that is still in an undeveloped state – making it a high priority for protection.

The site also includes 9 acres of high quality old growth woodland as well as high quality riparian forest bordering the stream corridor. The scenic quality of the creek corridor is exceptional making it an attractive location for hiking, cross-country skiing, snowshoeing, wildlife viewing and other outdoor recreation activities including archery deer hunting. Access to launch kayaks and canoes would be provided and promoted in connection with the Grand River Heritage Water Trail. Important fishing access would be provided at the tip of the bayou – including ice fishing access.

| | | |
|------------------------|----------------------------|------------------|
| <i>Project Budget:</i> | Total Estimated Cost: | \$1,150,000 |
| | Federal CELCP Grant: | 547,625 (48%) |
| | Proposed Trust Fund Grant: | \$ 528,000 (46%) |
| | Proposed County Cost: | \$ 74,375 (6%) |

Note: The Parks Department received notification on 3-23-17 it is being recommended for a CECLP grant allowing reduction of this Trust Fund grant request from \$862,500 to \$528,000 and County cost from \$287,500 to \$74,375.

COUNTY OF OTTAWA

STATE OF MICHIGAN

RESOLUTION INDICATING INTENTION TO UNDERTAKE THE STEARNS CREEK
ACQUISITION PROJECT IF GRANT AWARDED.

At a regular meeting of the Ottawa County Board of Commissioners of the County of Ottawa,
Michigan, held in the Ottawa County Fillmore Street Complex, West Olive, Michigan, in said
County on the 30th day of March, 2017 at 1:30 o'clock p.m. local time.

PRESENT:

ABSENT:

It was moved by Commissioner _____ and supported by Commissioner
_____ that the following Resolution be adopted:

WHEREAS, this proposed application is supported by the 2016 Ottawa County Parks,
Recreation and Open Space Plan, which identifies the need for expansion and improvement of
Ottawa County parks and recreation facilities; and

WHEREAS, the Parks and Recreation Commission has identified the Grand River Greenway
as a high priority initiative; and

WHEREAS, the Stearns Creek Acquisition Project is a key component of the Grand River
Greenway initiative and has been identified as a high priority for the 2017 fiscal year; and

WHEREAS, the Stearns Creek Park/Open Space will provide important water-based and
natural resource-based recreation opportunities accessible to residents throughout Ottawa
County; and

WHEREAS, the County of Ottawa will be responsible for supplying a 54% local match
(\$622,000 of the \$1,150,000 total project cost) for the proposed park improvement project; and

NOW THEREFORE, BE IT RESOLVED, that the Ottawa County Board of Commissioners authorizes submittal of the grant application for the Stearns Creek Acquisition Project to the Michigan Department of Natural Resources and fully intends to carry out the project if awarded.

Adopted/Issued this date by the Ottawa County Board of Commissioners

YEAS:

NAYS:

ABSTENTIONS:

RESOLUTION ADOPTED.

Gregory J. DeJong
Chairperson, Ottawa County
Board of Commissioners

Justin F. Roebuck
Ottawa County Clerk/Register

CERTIFICATION

I, the undersigned, duly qualified Clerk of the County of Ottawa, Michigan, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the Board of Commissioners of the County of Ottawa, Michigan, at a meeting held on March 30, 2017 the original of which is on file in my office. Public Notice of said meeting was given pursuant to and in compliance with Act No. 267, Public Acts of Michigan, 1976, as amended.

IN WITNESS WHEREOF, I have hereto affixed my official signature this 30th day of March, A.D., 2017.

Justin F. Roebuck, Ottawa County Clerk/Register

Action Request



| | |
|-------------------------------|---|
| Committee: | Board of Commissioners |
| Meeting Date: | 03/30/2017 |
| Requesting Department: | Parks and Recreation |
| Submitted By: | Misty Cunningham |
| Agenda Item: | Grant Application – Historic Ottawa Beach Waterfront Improvements Project |

SUGGESTED MOTION:

To approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution authorizing submittal of the Historic Ottawa Beach Waterfront Improvements Project grant proposal to the Michigan Natural Resources Trust Fund.

SUMMARY OF REQUEST:

Ottawa County Parks has made dramatic improvements to its Historic Ottawa Beach Parks (formerly Park 12) in recent years and is proposing a final major project to complete renovation of the Lake Macatawa waterfront. This proposed application to the Michigan Natural Resources Trust Fund would provide funding assistance for an extension of the waterfront walkway, landscape improvements to provide green space along the waterfront, public restrooms, parking and funding assistance with the development of a universally accessible kayak launch. The project would be done in conjunction with the development of a public marina at the site which would focus on slips to serve transient boaters while also meeting the County's commitment for seasonal slips to serve the West Michigan Park Association. The marina project is contingent upon receipt of a federal grant which will not be announced until May of 2017. The attached project summary provides more details on the project.

FINANCIAL INFORMATION:

| | | | | |
|---------------------|----------------------------|---------------------|------------------------------|--|
| Total Cost: \$ 0.00 | General Fund Cost: \$ 0.00 | Included in Budget: | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
|---------------------|----------------------------|---------------------|------------------------------|--|

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 3: To Contribute to the long-term economic, social and environmental health of the County.

4: To Continually Improve the County's Organization and Services.

Objective: Goal 3-2: Consider initiatives that contribute to the social health and sustainability of the County and its' residents.

Goal 3-3: Consider initiatives that contribute to the environmental health and sustainability of the County and its' residents.

Goal 4-4: Examine opportunities for increased cooperation and collaboration with local government and other partners.

| | | | |
|-----------------------|---|--|---|
| ADMINISTRATION | <input checked="" type="checkbox"/> Recommended | <input type="checkbox"/> Not Recommended | <input type="checkbox"/> Without Recommendation |
|-----------------------|---|--|---|

County Administrator:

Committee/Governing/Advisory Board Approval Date: Planning and Policy

03/09/2017



Ottawa County Parks &
Recreation Commission
12220 Fillmore St., West Olive, Michigan 49460
(616) 738-4810 www.miottawa.org/parks

MEMORANDUM

Date: February 28, 2017

To: Ottawa County Board of Commissioners

From: John Scholtz, Parks and Recreation Director

RE: Grant Application – Historic Ottawa Beach Waterfront Improvements Project

Ottawa County Parks has made dramatic improvements to its Historic Ottawa Beach Parks (formerly Park 12) in recent years and is proposing a final major project to complete renovation of the Lake Macatawa waterfront. This proposed application to the Michigan Natural Resources Trust Fund would provide funding assistance for an extension of the waterfront walkway, landscape improvements to provide green space along the waterfront, public restrooms, parking and funding assistance with the development of a universally accessible kayak launch. The project would be done in conjunction with the development of a public marina at the site which would focus on slips to serve transient boaters while also meeting the County's commitment for seasonal slips to serve the West Michigan Park Association. The marina project is contingent upon receipt of a federal grant which will not be announced until May of 2017. The attached project summary provides more details on the project.

Proposed motion:

To approve and authorize the Board Chairperson and Clerk to sign the resolution authorizing submittal of the Historic Ottawa Beach Waterfront Improvements Project grant proposal to the Michigan Natural Resources Trust Fund.

This request relates to a non-mandated activity and supports Goal #3 "To contribute to a healthy physical, economic and community environment," and Goal #4 "To continually improve the County's organization and services."

Grant Summary Sheet

HISTORIC OTTAWA BEACH WATERFRONT IMPROVEMENTS

Granting Agency: Michigan Natural Resources Trust Fund (MNRTF)

Grant Deadline: April 1, 2017

Project Summary: Ottawa County Parks is seeking funding assistance for improvements to the waterfront at Historic Ottawa Beach to expand public access and recreation facilities as it transitions a private marina on public land to publicly accessible space featuring a waterfront walkway, landscaped waterfront sitting and viewing areas, public restrooms, a universally accessible kayak launch, boater docks with an emphasis on transient slips, and parking.

Trust Fund dollars are requested to assist with all of the above facilities except the actual docks, which are proposed for funding through a federal grant (Boating Infrastructure Grant through US Fish and Wildlife Service) and financed funds to be repaid from slip fee revenues.

The 12 foot wide walkway will connect to existing walkways to complete the extensive waterfront walkway system; the kayak launch will provide access for the Lake Michigan Water Trail as well as local kayak enthusiasts and users of the Macatawa Water Trail; landscape improvements and sitting areas will transform a currently unattractive area and enhance the visitor experience; and public restrooms will fill a long-standing need in this extremely popular recreation area.

Project Budget:

| | |
|------------------------|-------------|
| Total Project: | \$1,165,000 |
| Proposed MNRTF Grant: | \$ 291,000 |
| Proposed County Match: | \$ 874,000 |

(County match includes anticipated \$64,000 CZM grant plus \$281,000 BIG grant)

Resolution: See proposed resolution (attached) authorizing submittal of the grant project.

COUNTY OF OTTAWA

STATE OF MICHIGAN

RESOLUTION

At a regular meeting of the Ottawa County Board of Commissioners of the County of Ottawa, Michigan, held in the Ottawa County Fillmore Street Complex, West Olive, Michigan, in said County on the 28th day of March, 2017 at 1:30 o'clock p.m. local time.

PRESENT:

ABSENT:

It was moved by Commissioner _____ and supported by Commissioner _____ that the following Resolution be adopted:

WHEREAS, this proposed application is supported by the 2016 Ottawa County Parks, Recreation and Open Space Plan, which identifies the need for expansion and improvement of Ottawa County parks and recreation facilities; and

WHEREAS, the Parks and Recreation Commission has identified the Historic Ottawa Beach Waterfront Improvements Project as a high priority for the 2018 fiscal year; and

WHEREAS, the County of Ottawa will be responsible for supplying a 75% local match (\$874,000 of the \$1,165,000 total project cost) for the proposed park improvement project; and

NOW THEREFORE, BE IT RESOLVED, that the Ottawa County Board of Commissioners authorizes submittal of the grant application for the Historic Ottawa Beach Waterfront Improvements Project to the Michigan Department of Natural Resources and fully intends to carry out the project if awarded.

Adopted/Issued this date by the Ottawa County Board of Commissioners

YEAS:

NAYS:

ABSTENTIONS:

RESOLUTION ADOPTED.

Gregory J. DeJong
Chairperson, Ottawa County
Board of Commissioners

Justin F. Roebuck
Ottawa County Clerk/Register

CERTIFICATION

I, the undersigned, duly qualified Clerk of the County of Ottawa, Michigan, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the Board of Commissioners of the County of Ottawa, Michigan, at a meeting held on March 28, 2017 the original of which is on file in my office. Public Notice of said meeting was given pursuant to and in compliance with Act No. 267, Public Acts of Michigan, 1976, as amended.

IN WITNESS WHEREOF, I have hereto affixed my official signature this ____ day of March, A.D., 2017.

Justin F. Roebuck, Ottawa County Clerk/Register

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Fiscal Services

Submitted By: Karen Karasinski

Agenda Item: Resolution to Authorize "Qualifying Statements" for Bonding Purposes

SUGGESTED MOTION:

To approve and authorize the Board Chairperson and Clerk/Register to sign the Resolution to authorize certification of a "Qualifying Statements" for bonding purposes.

SUMMARY OF REQUEST:

Pursuant to the requirements of the Uniform Budgeting and Accounting Act, the Chief Administrative Officer of the County must certify and file a "qualifying statement" with the Michigan Department of Treasury. This qualifies the County to issue securities.

FINANCIAL INFORMATION:

Total Cost: \$ 0.00 General Fund Cost: \$ 0.00 Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☒ Mandated ☐ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 1: To Maintain and Improve the Strong Financial Position of the County.

Objective: Goal 1-3: Maintain or improve bond credit ratings.

ADMINISTRATION ☒ Recommended ☐ Not Recommended ☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

MEMORANDUM

TO: Ottawa County Board of Commissioners

FROM: Karen Karasinski, Fiscal Services Director

DATE: March 1, 2017

RE: Resolution to Authorize Certification of a “Qualifying Statement” For Bonding Purposes

Each year that Ottawa County contemplates selling municipal bonds, it must authorize the County Administrator, as Chief Administrative Officer of the County, to certify and file a “qualifying statement” with the Michigan Department of Treasury. A Resolution to accomplish this is attached.

cc: Alan Vanderberg, Ottawa County Administrator
Greg Rappleye, Corporation Counsel
Bradley Slagh, Ottawa County Treasurer

COUNTY OF OTTAWA

STATE OF MICHIGAN

At a regular meeting of the Board of Commissioners of the County of Ottawa, Michigan, held at the Fillmore Street Complex in the Township of Olive, Michigan on the ____ day of _____, 2017 at _____ o'clock p.m. local time.

PRESENT: Commissioners: _____

ABSENT: Commissioners: _____

It was moved by Commissioner _____ and supported by Commissioner _____ that the following Resolution be adopted:

WHEREAS, the Ottawa County Board of Commissioners is required, by the Revised Municipal Finance Act, Act 34 of the Public Acts of 2001, as amended, MCL 141.2101 et seq., to authorize the County Administrator, as Chief Administrative Officer of Ottawa County pursuant to the requirements of the Uniform Budgeting and Accounting Act, Act 2 of the Public Acts of 1968, as amended, MCL 141.421 et seq., to certify and file a "qualifying statement" with the Michigan Department of Treasury, as provided for in Section 303 of Act 34, MCL 141.2303, so that Ottawa County will be qualified to issue securities;

NOW THEREFORE BE IT RESOLVED, that Alan Vanderberg, County Administrator of Ottawa County, Michigan, as Chief Administrative Officer of Ottawa County under the provisions of the Uniform Budgeting and Accounting Act, Act 2 of the Public Acts of 1968, as

amended, MCL 141.421 et seq., is hereby authorized to certify and file a “qualifying statement” with the Michigan Department of Treasury so that Ottawa County may issue securities under the laws of the State of Michigan and Act 34 of the Public Acts of 2001, as amended, MCL 141.2101 et seq.; and,

BE IT FURTHER RESOLVED, that all resolutions and parts of resolutions insofar as they conflict with this Resolution are hereby repealed.

YEAS: Commissioners: _____

NAYS: Commissioners: _____

ABSTENTIONS: Commissioners: _____

RESOLUTION ADOPTED.

Chairperson, Ottawa County
Board of Commissioners

Ottawa County Clerk/Register

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Fiscal Services

Submitted By: Karen Karasinski

Agenda Item: Fidler Contract Amendment

SUGGESTED MOTION:

To approve and authorize the Board Chairperson and Clerk/Register to sign the amendment to the Fidler Contract at an increased cost of \$21,786.67.

SUMMARY OF REQUEST:

An amendment to the Fidler contract to go from a pay-as-you-go to a Lifecycle contract with a corresponding budget adjustment of \$21,786.67 for 2017 from the Register of Deeds Automation Fund. For a total of \$71,786.67 the first year and \$80,000 per year for the next 4 years.

The current cost for pay as you go is \$49,280 plus the cost of new modules. As the Register of Deeds Office plans to implement a new module that would cost \$100,000 plus an increase in the annual maintenance cost, changing to a LifeCycle contract provides better value. The 5-year contract was negotiated to a \$80,000 fixed fee.

FINANCIAL INFORMATION:

Total Cost: \$ 71,786.67

General Fund Cost: \$ 0.00

Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

Register of Deeds Automation Fund adjustment of \$21,786.67 to fully fund contract change.

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 4: To Continually Improve the County's Organization and Services.

Objective: Goal 4-1: Conduct activities and maintain systems to continuously improve to gain efficiencies and improve effectiveness.

ADMINISTRATION

☒ Recommended

☐ Not Recommended

☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017



Ottawa County, MI LifeCycle Proposal



Mark Schwarting
January 23, 2017



Ottawa County, MI LifeCycle Proposal January 23, 2017

| | |
|--|----|
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Ottawa County, MI LifeCycle Proposal

Justin Roebuck, Clerk / Register of Deeds
Ottawa County, MI
12220 Fillmore St
West Olive, MI 49460

Dear Justin,

Thank you for the opportunity to present this LifeCycle Pricing proposal to you and Ottawa County, Michigan.

Fidlar's LifeCycle pricing program is unique in our industry in that it goes far beyond the annual costs associated with ongoing software maintenance and support services. LifeCycle includes all products available from Fidlar for the purpose of recording land records. In the past Ottawa County purchased the software license, paid for installation, conversion, and training fees and then paid the annual maintenance and support fees we refer to as CountyCare. This is most likely how the county purchases other software programs from other vendors. The timing is good for Ottawa County to migrate to LifeCycle Pricing with the recent release of our Assisted Indexing Module; iNspect.

Our proposal would allow Ottawa County to begin paying an annual fee of \$80,000 per year to become a LifeCycle partner. That figure will stay the same for the next 3 years. As a LifeCycle partner all future LifeCycle products as well as the implementation, conversion, and training fees are included in your annual lifecycle payment. This includes full system migrations when we replace our current land records system; AVID.

A move to LifeCycle will immediately unlock approximately \$120,000 worth of software available from Fidlar. So as you can see the return on investment is well worth it for Ottawa County.

Sincerely,

Mark Schwarting, Territory Manager

Company Information



Overview

Fidlar Technologies has participated in the document recording and management industry since our founding in 1854. In the beginning, we provided books and ledgers to the recording industry. When the industry moved towards automation in 1985, Fidlar transitioned into providing automated records management solutions.

From that point forward, Fidlar has led the industry by releasing new and improved products that take advantage of the latest technology. Fidlar's land records document management software systems are used in over 223 counties, across 15 states. In the state of MI we currently partner with 16 counties and continue to be the fastest growing land records company in the US.

Our company headquarters is located in Davenport, Iowa and all but our six staff members in our Exeter, NH location are based in our main office.



Despite the variations in size, every county has the same goal: To be the steward of the public record. It is in everyone's interest that these land records be accurately, easily and efficiently recorded, and securely preserved in perpetuity. Fidlar provides the best products to do just that.

Below is the company information for Fidlar.

| |
|--|
| Fidlar Technologies |
| 350 Research Parkway, Davenport, IA 52806 |



Ernest Riggen, Owner

Dave Steil, Owner

563-345-1200

ernier@fidlar.com

daves@fidlar.com

Mark Schwarting, Territory Manager

marks@fidlar.com

309-236-1587

Mark Lystiuk, Partner Relationship Manager

markl@fidlar.com

309-236-8556

**Premier provider of technology and services for the
management of public information**

www.Fidlar.com



LifeCycle Products available from Fidar:

Assisted Indexing via iNspect:

1. Fidar's new assisted-indexing module called iNspect has rendered all other auto-indexing products nearly obsolete. iNspect is unique in its approach and was designed in-house by Fidar specifically for the application to Land Records data indexing. As iNspect was developed in-house at Fidar, there are no restrictions on the number of document types that can be run through it, nor is there a restriction on the number of fields within those documents. iNspect will perform it's magic on all document types, all fields.
2. Once the lexicon is built within iNspect to work specifically for Ottawa County's index data elements, iNspect will provide a high degree of accuracy in finding information the county will want to index on the document.
3. Index information that has been found by iNspect can be selected and entered without the need to re-key data therefore increasing accuracy and efficiency.
 - a. Data elements found via iNspect can be selected and indexed one of 3 ways
 - i. keyboard hot keys
 - ii. mouse operation
 - iii. With a touch screen monitor 'touch' technology is utilized to allow indexing of documents without even touching a mouse or keyboard! Images can be enlarged, flipped, turn pages with your hands or the flick of the finger.
4. iNspect can also provide recommendations of information you may want to index via related information it found on a document such as a parcel ID number.
5. iNspect can allow you to index the information exactly as it was found on the document as well as standardizing the entry of that information. I.e: MERS, but also index Mortgage Electronic Registration System. All without re-keying.



Public Search Solution(s): Laredo / Tapestry

Fidlar's has several remote access solutions to offer our county partners because the search needs of a local or national title company are very different than that of a private citizen of Ottawa County. Fidlar's search products receive high ratings by the search community as being powerful tools but also user friendly. Fidlar's business and support model allows the county to focus on what they do best while we provide direct support and training of our products to your customers. Fidlar's remote access products and services will not only help you protect the official public record but also maximize remote access revenues for the county.

Laredo – designed for the frequent professional searcher.

1. Laredo is currently accessible from the public workstations within the government center and is also used by other Ottawa County offices. Laredo access is also used by your local government units so they may view and print the documents that pertain to them. Laredo is provided to county offices or local government offices at no charge. Laredo for your professional search community is offered on a subscription basis and downloaded by individual clients to search from their home or office. Ottawa County will administer any users wishing to use Laredo externally (outside of the courthouse).
2. Laredo allows for the ability to search multiple fields:
 - Party Names
 - Document Dates
 - Document Number
 - Document Type (customized to Ottawa County document types)
 - Subdivision
 - Tract
 - Associated Document Numbers
 - Street/Common Address (if indexed)
 - Parcel Number (if indexed)
3. There are a variety of ways for searchers to view and arrange search results.



4. Searchers using Laredo will be able to easily access both indexed data and images.
5. Laredo tracks prints and for both internal or external users.

LAREDO BILLING:

There will be no changes to the current Laredo licensing fee structure. Fidar will provide all support, training, and billing for Ottawa County Laredo subscribers. Fidar will invoice the Ottawa County Subscriber a licensing fee on a monthly basis. The licensing fee will be commensurate with the subscription plan of each subscriber in accordance with the schedule below. New subscribers joining during a monthly period will be billed based on the prorated amount for that month determined by their subscription date. The billing periods correlate with the calendar months.

LAREDO PRICING:

| <u>Per-Minute Plans</u> | <u>End User Fidar License Fee per UserID Subscription</u> |
|-------------------------|---|
| 0-250 minutes | \$50/mo and 0.20 per minute overage |
| 251-1000 minutes | \$100/mo and 0.15 per minute overage |
| 1001-3000 minutes | \$200/mo and 0.12 per minute overage |
| 3001 and up | \$250/mo |

Ottawa County will receive the first \$4,000 of the total Laredo billings each month. The remainder will be split between Ottawa County and Fidar with Ottawa receiving 60% of the remaining and Fidar receiving 40% of the remaining amount.

For the past 3 years the Laredo Revenue (profits) earned by Ottawa County are:

2014 - \$75,333

2015 - \$87,415

2016 - \$86,245

Laredo support (at 1-563-345-1283), including End-User subscriber support, is included in the Per-Minute Plans.



Tapestry – designed for the occasional search requester.

The screenshot shows the Tapestry web application interface. On the left is a navigation sidebar with the Tapestry logo and links for Home, SEARCH Now!, FAQ, Contact Us, About Tapestry, and Member Log In. The main content area is divided into two sections. The left section contains dropdown menus for 'Choose a State' (set to Michigan) and 'Choose a County' (showing a list of Michigan counties). The right section contains search filters: 'First Name' and 'Last Name' text boxes, 'Document #' and 'Document Type' (set to ALL) dropdowns, 'Recorded Date' with 'Beginning' and 'Ending' text boxes, 'Consideration \$' text box, 'Subdivision' text box, 'Parcel Number' text box, and 'Metes and Bounds' text box. At the bottom of the search filters are 'Search' and 'Reset' buttons.

1. Tapestry is a web based system designed for the occasional search request in Ottawa County, or for national companies who wish to access over 160 counties from one system. Tapestry can be located at www.landrecords.net.
2. Tapestry allows for the use of credit cards or Fidlar can approve 'members' to set up a postpaid account to be billed monthly. Fidlar covers all credit card processing fees, assumes bad debt and provides all support and training to Tapestry users.
3. Users can search by name, document #, document type, recording date, consideration \$, or subdivision, parcel or metes and bounds information.
4. Fidlar provides phone and email support to users as well as manage the billing and collecting of Tapestry access fees from the end users. End users are charged \$6.95 per search. At the end of each billing period (calendar month), Fidlar provides a credit notice to Ottawa County based on the below parameters. The remainder of the fees represents Fidlar's licensing charge to Ottawa County and includes the annual maintenance of the Tapestry system, all credit card fees and bad debt expense, support and services to all Tapestry users. Fidlar also maintains PCI – DSS (Payment Card Industry – Data Security Standards) to shield liability from Ottawa county from any credit card theft. Ottawa County's portion of Tapestry fees are:

- a. \$2.75 per Tapestry search transaction; Fidar covers credit card fees, collections, and bad debt
- b. 50% of print-related fees

For the past 3 years the Tapestry Credits (profits) earned by Ottawa County are:

2014 - \$37,479

2015 - \$35,920

2016 - \$23,305

MONARCH

Monarch gives Ottawa County the ability to allow customers to access bulk images or indexed information through a streamlined service. This solution jhas taken the place of copying images to CDs and/or maintaining an FTP site.

Monarch allows for a historical bulk purchase of documents or can be used for day forward streaming of images, index data, or both. Subscribers are provided software from Fidar that allows them to automatically pull images and data directly into their title plant software therefore saving them time and money as well. Ottawa County uses Monarch for bulk requests as well as to add security options such as watermarking.

For the past 3 years the Monarch credits (profits) earned by Ottawa County are:

2014 - \$123,571

2015 - \$152,447

2016 - \$169,234

As a user of Tapestry Fidar's Community Outreach services are available at no extra cost.



Community Outreach Products: Property Fraud Alert, Honor Rewards

Property Fraud Alert

Property Fraud Alert (PFA) is a service that allows Ottawa County property owners to sign up to be automatically alerted via email or phone each time a document bearing their name is recorded within your office. Upon notification, your constituents can then verify that the activity was initiated by them and not by someone attempting to defraud them.

Fidlar Technologies manages the PFA alert system so that Ottawa County does not have to spend the time and effort to send notifications. Fidlar staffs a call-center to help people sign up for PFA as well as place notification calls to those without an email. Fidlar will also provide Ottawa County with marketing materials, ideas, and assistance to help market PFA to the public.

Honor Rewards

The Honor Rewards program is a way for Ottawa County to give back to their Veteran community. With Honor Rewards, veterans within Ottawa County will be able to sign up for a membership card online for free. Businesses within Ottawa County will also be able to sign up for Honor Rewards in order to give veterans discounted products or services.

Fidlar Technologies will provide a customizable link within Honor Rewards for Ottawa County. Additionally, marketing material and templates will also be given to Ottawa County in order to make their community aware of this veteran program. The marketing material provided to Ottawa County is intended to be used by the county to build community awareness of the Honor Rewards program.

To visit the Honor Rewards website, simply go to www.honorrewards.com

OFFICIAL RECORDS ONLINE

Official Records Online (ORO) makes it possible for visitors to the ORO website (www.officialrecordsonline.com) to place an order for copies of birth, death,



marriage licenses, and/or certified land records documents (at Client's discretion), accept payment, and validate requestor identity.

ORO PRICING:

Client determines base pricing for each document type made available via ORO. Fidar will charge the ORO website visitor a convenience fee of \$10.00/certificate order (includes copies).

Fidar will credit Client's account \$2.50/per convenience fee charged.

Client agrees to put a link to www.officialrecordsonline.com from their web site for the online ordering of these document types.

AVID with iNspect Monitor Upgrade (recommended)

Touchscreen Monitor with optional standup desk



Planar Helium 27" LED Touchscreen Monitor (for iNspect touch operation) \$720 if purchased from Fidar. Stand up desk optional. Varidesk model shown.

Investment Proposal

LifeCycle Pricing

With the LifeCycle investment option, Ottawa County will spread their costs for current and future software and future installation services over life of their software agreement. With Fidler's Life Cycle contract type, it is important to note that LifeCycle pricing includes not only all software support and annual maintenance to include feature upgrades within the current product. But also all future 'LifeCycle' modules and the migration to future land recording software programs at no additional cost, including conversion, installation, training and travel expenses.

| Product / Service Description | First Year Charges | Annual Charges years 2, 3 |
|---|--------------------|---------------------------|
| Software / Annual Maintenance / Support | | |
| AVID Land Records System - LifeCycle Annual Fees | \$80,000 | \$80,00 |
| Receipting (cashiering) | Included | Included |
| Indexing | Included | Included |
| iScan – Scanning Module | Included | Included |
| LeadTools OCR license (1-license needed for iNpect) | \$750 | |
| Auto-Indexing Functionality (OCR) | Included | Included |
| SSN Redaction Batch Processing of all Existing Digital Images | Included | Included |
| Manual Redaction in AVID | Included | Included |
| Automatic Redaction AVID | Included | Included |
| eRecording capability | Included | Included |
| LifeCycle- All New products and modules for recording land records | Included | Included |
| Laredo & Tapestry Remote access software | See Pg. 11 | See Pg. 11 |
| Annual CountyCare Support / Maintenance - AVID | Included | Included |
| 1-800 Support | Included | Included |
| System Upgrades | Included | Included |
| State Mandated or Regulatory Updates | Included | Included |
| Total Software and Support | \$80,750 | \$80,000 |
| Implementation Services / Training | | |



Ottawa County, MI LifeCycle Proposal

| | | |
|--|-----------------|-----------------|
| Project Management | Included | Included |
| Workflow Analysis | | |
| Installation/Configuration | | |
| Data Conversion | | |
| GIS/Laredo Integration (using PIN) | | |
| Elmer Mode Laredo for image integration to iSeries | | |
| Comprehensive Training | | |
| -Internal | | |
| -Remote Access Public | | |
| Training on New features & Functionality | | |
| Implementation Services | \$0 | |
| <i>Totals</i> | \$80,750 | \$80,000 |



Additional Investment Options

The following investment options are available to Ottawa County. These additional options may be executed at any time and are listed here for further consideration by Ottawa County.

BASTION – AVID APPLICATION SERVER HOSTING – County only needs to purchase Workstations and Peripherals needed for each workstation function. Connectivity to Internet. Minimum – 5MB bandwidth

With Bastion Application Server Hosting Fidlar purchases and maintains the server environment, OS, database and SQL licenses so the County only needs to provide desktop to the internet infrastructure and support.

Bastion resides in a telecommunications grade colocation facility located in Iowa. Our Bastion application hosting service comes packages with an up to the minute on site backup solution, an hourly offsite backup solution, and a twice a day Disaster Recover solution. This service is a fully managed, fully protected, fully backed up, and a full Disaster Recovery solution. In the event of a disaster to the Iowa Colocation facility a warm site is at the ready to be started up in NJ.

Bastion operates under a PCI compliant infrastructure. Fidlar conducts ongoing tests for assessing our network vulnerability. Fidlar continuously strives to insure we meet and exceed all security standards with the understanding that we still have to run a business over the vast WWW. We are actively working and moving forward with measures that isolates segments of our networks that will ensure that if an infection/breach occurs that we minimize the risk.

| | |
|---------------------------------------|----------------|
| Bastion Set up One Time Charge | \$5,000 |
|---------------------------------------|----------------|

| | |
|------------------------------------|----------------------|
| Hosting fees based on 150GB | \$1,650 / qtr |
|------------------------------------|----------------------|

(billed quarterly based on database size, current Ottawa DB = 109GB, each additional 50GB increase \$450 / quarter)



Ottawa County, MI
5 Year Land Records Life Cycle Extension

This Extension is made this ____ day of _____, 2017 between Ottawa County, MI and Fidar Technologies ("Fidar"). Ottawa County, MI and Fidar hereby agree that the Computer System and Software License Sales Agreement dated February 24th, 2009 between Ottawa, MI and Fidar (the "Agreement") is hereby extended for a 5 year period commencing on 4/1/2017 and set for renewal on 3/31/2022. The current CountyCare fee of \$49,280 is paid through 5/31/2017. The unused portion will result in a credit of \$8,213.33 for the first year of LifeCycle fees. The first year of LifeCycle fees will be \$71,786.67 billed on April 1, 2017 and then the annual fee of \$80,000 will be billed annually on April 1st, starting in 2018. Except as amended by this Extension, the terms and conditions of the Agreement, which are incorporated herein and made a part hereof, shall continue in full force and effect during the 5 year term of this Extension.

SOFTWARE SERVICES SUMMARY

| Fidar Technologies Product\Service Description | Cost |
|---|---|
| AVID | Year 1 - \$71,786.67 Year 2 - \$80,000 Year 3 - \$80,000 Year 4 - \$80,000 Year 5 - \$80,000 |
| Receipting (cashiering) | Included |
| Indexing | Included |
| eIndexing Functionality (OCR) | Included |
| SSN Redaction Batch Processing | Included |
| Manual Interface | Included |
| Automated Verification Functionality | Included |
| iScan – Scanning Module | Included |
| Magnetic Image Management | Included |
| eRecording Catcher | Included |
| Property Fraud Alert Service | Included |
| Laredo & Tapestry | Schedule D |
| Implementation Services | Included |
| Project Management | Included |
| Workflow Analysis | Included |
| Installation/Configuration | Included |
| Data Conversion | Included |
| Comprehensive Training | Included |
| Internal | Included |
| Public | Included |
| Annual CountyCare Support | Included |
| 1-800 Support | Included |
| System Upgrades | Included |
| Training on New features & Functionality | Included |
| State Mandated or Regulatory Updates | Included |

5 YEAR PAYMENT MILESTONES AND DATES:

Annual LifeCycle Payments will be billed in April for the next 5 years:

2017 - \$71,786.67

2018 - \$80,000

2019 - \$80,000

2020 - \$80,000

2021 - \$80,000

Future price increases not to exceed 3% / year.

FIDLAR TECHNOLOGIES LIFE CYCLE SERVICE INCLUDES:

- ◆ The use of our AVID software product during the life of this contract
- ◆ The use of any future software product Fidar may develop to replace AVID for the purpose of recording land records documents (AVID).
- ◆ Project management, installation, conversion (excluding any needed or requested data clean-up), and training needed for the initial installation of any future Fidar Technologies product developed to replace AVID for the purpose of recording land records documents.
- ◆ The use of new add-on modules Fidar may develop and offer to the market for the purpose of recording land records documents.
- ◆ CountyCare® software maintenance

FIDLAR TECHNOLOGIES LIFE CYCLE SERVICE DOES NOT INCLUDE:

- ◆ The 3rd party software and hardware to operate AVID.
- ◆ The installation, maintenance, or support of 3rd party software and hardware now or in the future.
- ◆ Any current or future Fidar developed software product or service not designed or offered to the market for the purpose of recording land records documents.
- ◆ Any form of ownership or perpetual license to Fidar developed software products.
- ◆ Any custom development for special requests from client
- ◆ Any needed or requested training except as stated in the above section.
- ◆ Use of Fidar developed remote access products except as outlined in Schedule D of this contract.
- ◆ Explicit omission of any add-on modules not included in this contract.

Buyer represents that this lifecycle extension has been read and accepted:

OTTAWA COUNTY, MI

FIDLAR TECHNOLOGIES

Dated: _____

Dated: _____

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

OTTAWA COUNTY, MI

Dated: _____

By: _____

Name: _____

Title: _____

SCHEDULE D
Remote Access Products
Community Service Products

REMOTE ACCESS

LAREDO

Fidlar Technologies' Laredo software is designed to allow remote access to the Client's recorded document information by professional searchers (i.e., title companies, banks, realtors, etc.) Laredo is designed to allow subscription only access. Subscriptions for Client's customers and subsequent access are exclusively granted by Client (access may be terminated by Fidlar should the end-user agreement be breached). After Client issues the subscriber their user ID and password, they are able to download the Laredo remote access software from Fidlar's website, www.fidlar.com/laredo.

Laredo subscriber will be presented with an online End User Agreement when they log in to Laredo. They will be prompted to print the agreement, sign it, and then forward it to Fidlar. The Laredo subscriber will be presented with this User Agreement each time they log in until they endorse the agreement and send it back to Fidlar.

It is notable that the unique user ID (username) and password defines each Laredo user. This user ID can be used to access land records data from any properly configured workstation; however, multiple users cannot log in with the same user ID at the same time.

LAREDO BILLING:

Fidlar will provide all support, training, and billing for Ottawa County Laredo subscribers. Fidlar will invoice the Ottawa County Subscriber a licensing fee on a monthly basis. The licensing fee will be commensurate with the subscription plan of each subscriber in accordance with the schedule below. New subscribers joining during a monthly period will be billed based on the prorated amount for that month determined by their subscription date. The billing periods correlate with the calendar months.

LAREDO PRICING:

| <u>Per-Minute Plans</u> | <u>End User Fidlar License Fee per UserID Subscription</u> |
|-------------------------|--|
| 0-250 minutes | \$50/mo and 0.20 per minute overage |
| 251-1000 minutes | \$100/mo and 0.15 per minute overage |
| 1001-3000 minutes | \$200/mo and 0.12 per minute overage |
| 3001 and up | \$250/mo |

Ottawa County will receive the first \$4,000 of the total Laredo billings each month. The remainder will be split between Ottawa County and Fidlar with Ottawa receiving 60% of the remaining and Fidlar receiving 40% of the remaining amount.

Laredo support (at 1-563-345-1283), including End-User subscriber support, is included in the Per-Minute Plans.

END USER FEES

The Client understands that it is empowered to charge fees to end users pursuant to Michigan Compiled Laws section 15.443 and other applicable law and hereby assigns to Fidar the above portions of end user fees as an actual cost to the Client during the term of this Agreement.

The Client understands that end-user access fees for Laredo are set by the county.

TAPESTRY

The Client has the option to participate in Fidar's Tapestry General Public Access System by permitting their information to be made available through the Fidar Technologies Tapestry website (www.landrecords.net). The Client understands that Tapestry is a service offered and managed by Fidar to offer the land records of participating Counties collectively to the general public.

The Client understands that Fidar will determine who has access to their Tapestry web site and will provide phone and email support to users as well as manage the billing and collecting of Tapestry access fees from the end users. At the end of each calendar month, Fidar will provide a credit to the Client based on the parameters below.

TAPESTRY PRICING:

Fidar agrees to pay Client:

- \$2.75 per Tapestry search transaction
- \$0.50 per document image printed

The Client understands that access fees for Tapestry are set by Fidar. Fidar will notify Client at least 30 days in advance before such fees are changed.

OFFICIAL RECORDS ONLINE

Official Records Online (ORO) makes it possible for visitors to the ORO website (www.officialrecordsonline.com) to place an order for copies of birth, death, marriage licenses, and/or certified land records documents (at Client's discretion), accept payment, and validate requestor identity.

ORO PRICING:

Client determines base pricing for each document type made available via ORO.

Fidar will charge the ORO website visitor a convenience fee of \$10.00/certificate order (includes copies).

Fidar will credit Client's account \$2.50/per convenience fee charged.

Client agrees to put a link to www.officialrecordsonline.com from their web site for the online ordering of these document types.

COMMUNITY OUTREACH SERVICES

PROPERTY FRAUD ALERT

Fidlar's **Property Fraud Alert (PFA)** service is designed to monitor, identify, and notify individuals whose name has been indexed from a document recorded in Client's office. The intent is to offer subscribers the ability to have their name/business name monitored within the Client's office in order to track possible fraudulent activity. **PFA** subscribers must sign up for the **PFA** service via the **PFA** website, www.propertyfraudalert.com . Subscribers will ONLY be notified by the **PFA** service when the name they have submitted matches any names that have been indexed from documents recorded within the Client's office.

PFA is a Fidlar-managed web site and service. Fidlar provides technical and end-user support via the **PFA** hotline service (1-800-728-3858).

PFA PRICING:

INCLUDED AS PART OF THIS CONTRACT

HONOR REWARDS DESCRIPTION:

Fidlar's Honor Rewards is a service provided to counties which allows them to quickly and easily implement and manage a rewards program for their local veterans. Veterans can sign-up (online or in your office) to receive an Honor Rewards ID card which gives them discounts and benefits at local businesses and retailers who participate in the program. Client is responsible for contacting local businesses and retailers and encourage them to participate in the program.

Fidlar's Honor Rewards program includes:

- Creation and maintenance of your county's page at www.honorrewards.com
- Printing of all ID Cards for your county
- Delivery of the ID cards approximately every 2-3 weeks (it is Client's responsibility to get them to the veteran)
- Customer Support for veterans during the signup process
- Pre-Created promotional materials

HONOR REWARDS PRICING:

INCLUDED WITHIN THIS CONTRACT

BUYER REPRESENTS THAT THIS SCHEDULE 'D' HAS BEEN READ AND IS ACCEPTED:

OTTAWA COUNTY, MI

FIDLAR TECHNOLOGIES

Dated: _____

Dated: _____

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

OTTAWA COUNTY, MI

Dated: _____

By: _____

Name: _____

Title: _____

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Administrator's Office

Submitted By: Al Vanderberg

Agenda Item: SeyferthPR County Rebranding Project

SUGGESTED MOTION:

To approve and authorize the Board Chairperson and Clerk/Register to sign the contract with SeyferthPR for rebranding strategy and creative design for Ottawa County in an amount not to exceed \$14,750.

SUMMARY OF REQUEST:

Ottawa County wishes to update and standardize the various elements that collectively comprise its visual and graphic identity. Ottawa County currently has a strong brand. Both the organization and the area share many positive attributes and brand promises referred to as the Ottawa Way. These attributes include innovative, customer-centered, responsive, welcoming, trustworthy, financially responsible, safe, credible, beautiful, transparent and efficient. The existing visual identity (the seal) represents Ottawa County's past and contradicts the County's modern, forward-thinking organization. Because no guidelines on the use of the County's seal were available to employees, several iterations of Ottawa County's graphic elements have emerged over decades. The great divide between the "Ottawa Way" and the County's medley of graphics impedes the brand's positive attributes.

The new visual identity must bolster the County's brand. Deliverables will include a new logo with various templates, electronic art files, brand standards manual, a roll-out plan for the new logo, and preparation for trademarking. SeyferthPR has proposed a base price of \$8,750 plus optional add-ons. The Administrator's Office proposes approving \$6,000 for add-ons, only to be used as needed. Any add-ons will be agreed upon with SeyferthPR before work commences. The \$14,750.00 is less than half of the \$30,000 included in the Four C's Budget for this purpose.

FINANCIAL INFORMATION:

Total Cost: \$ 14,750.00

General Fund Cost: \$ 14,750.00

Included in Budget:



Yes



No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS:



Mandated



Non-Mandated



New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 2: To Maintain and Enhance Communication with Citizens, Employees, and Other Stakeholders.

Objective: Goal 2-2: Review existing and implement new strategies to maximize communication with citizens.

ADMINISTRATION



Recommended



Not Recommended



Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

COUNTY OF OTTAWA

County Rebranding Project
Proposal



BRIEF DESCRIPTION OF SEYFERTHPR

For more than 30 years, SeyferthPR (SPR) has helped organizations build deposits in their company trust bank by developing relationships with shareholders, employees, customers and communities. We know too well that relationships and stakeholder loyalties are, in part, developed based on an organization's brand. This includes the "look and feel," and how the organization is packaged in a consistent way.

Our firm's expertise covers the spectrum of general communications management, writing, design, event planning, community, employee, public affairs, labor relations work and crisis management. We not only specialize in creating visual identities for our clients, but when the need is there, we offer a strong team of subject matter experts, writers and content producers with multiple skills. We help keep communities informed with traditional newsletter writing, on-line campaigns, social and traditional media platforms and all aspects of digital communications.

But we also know that clients often have specific needs that don't require a firm's full arsenal of services. First and foremost we want to provide exactly what you need, yet we stand ready to assist in other needs that may arise during the course of the project.

For example, SPR's work with Michigan municipalities has included a number of communication needs:

- Introduction of programs and services, logo design, branding support.
- Gaining public opinion support for new initiatives like curb side recycling, growth of police and fire, development of shared services agreements etc.
- Issues management tied to changed funding for programs like city parks, swimming pools, etc.
- General media relations and media training support
- Issues support during community policing issues, shooting situation, lock-down areas (we provide a staffed 24-7 call center)
- Regional disaster planning, training and partner communication with hospitals
- Race relations communication

We offer an extensive background in the areas of policy, community growth and city branding positioning. We helped the City of Grand Rapids engage nationally with the CEOs for Cities organization. Then, SPR scripted and helped produce the video that packaged the region as a leading place for talent to live and work. The video is now used by more than 200 regional employers in Kent and Ottawa counties and has received 450,000+ online views. It now plays in the Gerald R. Ford International Airport as an introduction to the region.

With a team of 25 practitioners, we represent approximately 90 clients of all sectors, industries and specialties, from start-ups to local non-profits to global corporations. We work with a number of Ottawa County organizations and companies giving us a unique respect and perspective of the culture and economic development of the area.



CLIENTS AND EXPERIENCE

SeyferthPR has been honored to represent some of Michigan's best brands, communities, products and organizations for more than 30 years. Our services include all aspects of creative design, strategic communications, social and traditional media relations, writing, events and issues management. Additionally, our firm manages more than 300 social media sites for clients allowing for supported integration on all aspects of digital communication.

SeyferthPR has been honored to launch well-recognized community-based brands and programs such as ArtPrize, Laughfest, TALENT2025 and the Dutch American Heritage Day in West Michigan. In Metro Detroit, we managed communications and issues for the Detroit hosted Super Bowl and All Star Games. In Ottawa County, we have worked with the Michigan Department of Transportation on road shut downs and construction plans near the Holland State Park, supported past communication needs for the Macatawa Area Coordinating Council and helped introduce a program with the Ottawa County Health Department called "SAM MINOR" designed to discourage 21 year olds from buying alcohol for minors.

Additional case study snapshots, that illuminate SeyferthPR's role in creating new brand identities for key clients, are appended to this document.

A complete listing of SeyferthPR's current clients is attached.

A brief overview of some of our relevant client work and experience:

Ada Township

- Branding and development counseling strategy
- Support on parks and open space millage
- Support on bike path millage
- Counsel on economic development

Roscommon County

- Branding and counseling strategy on the packaging of Higgins/Houghton Lake areas

Kent County

- All way-finding communication during the parking ramp construction program
- Close, Convenient, Connected campaign
- Kent County Sheriff's Department Social Media Management
- Kent County Parks Foundation and all associated with the opening and communication around Millennium Park

City of Grand Rapids

- 3-1-1 Launch
- Grand Rapids Residential Fire Safety Public Service Program
- Mayor's 100 Youth Employment Program

City of Detroit

- Brownout communication response team
- Super Bowl communication joint-communication team



SEYFERTHPR BRAND IDENTITY EXAMPLES



OUR APPROACH TO YOUR ASSIGNMENT

SPR recommends a collaborative County/SPR team-based project approach led by our senior project lead, Brad Back. With our senior design manager, Zen MacLeod, these two will immediately set up the first of (at least) 3 formal meetings between our SPR team and your County staff. Our first meeting will be a ramp-up meeting to discuss and align on project goals, objectives, and timeline. Additional SPR team members would support our work as needed, but utilized only as needed to maximize productivity and dollar efficiencies. We would also anticipate a series of weekly status meetings, either in-person, conference call or Skype, to review progress, present and discuss recommendations, with written follow-up documentation.

SPR's project delivery process begins with our commitment to the R.A.C.E. theory of public relations where each project, regardless of size adheres to Research (informal or formal), an Action plan (simple or complex), a Communication or roll-out engagement strategy and ongoing Evaluation designed to allow us to adjust along the way and measure effectiveness of the program.

Research

SPR proposes the following steps to help us navigate an effective and efficient work flow and a prioritized process:

1. Review and clearly understand the County's vision, guiding principles, mission, and core values.
2. Assess the County of Ottawa's current level and quality of effective communications, including the current graphic and visual elements, and the current County logo/seal. Create a SWOT analysis for client presentation.
3. Review any current taxpayer and stakeholder research/survey results/information for a clear understanding of their perceptions surrounding Ottawa County. Also review data available through other sources of information, including the Ottawa County Citizen surveys and assessments.
4. Present findings from above, while ensuring measurable goals, timelines, and reporting process.
5. Based on our assessment, develop an approved brand identity creative brief that will be utilized as our collective "roadmap" that will connect to recommended creative graphics.

We anticipate a 7-14 day period of research and review.

Action Plan and Creative Development

The next phase, Action, would take findings from the research obtained, along with the approved creative brief and aligned strategy, goals/objectives, etc., and begin the process of developing an updated and refreshed visual and graphic identity for the County of Ottawa that leverages and bolsters "The Ottawa Way."

We have budgeted for designing up to four proposed preliminary logos/seals for graphic identity consideration. Based upon two logo designs approved for further refinement, we will subsequently present concept boards that bring these logos to life, i.e., tactical uses (business cards, letterhead, email signatures, etc.); important information/rationale and inspiration for Brand Standards Manual, and how the new identity might look on the County of Ottawa website home page.

Upon formal approval of one logo/seal for the County of Ottawa, the SeyferthPR team will:

- Prepare final art for up to eight different set-ups (letterhead, business cards, email signatures, signage, presentation templates, social media, etc.)
- Develop and produce an electronic Brand Standards Manual for employee reference which will inform and inspire
- Provide assistance as needed in appropriate trademark registrations
- Develop a comprehensive plan to roll out the new Ottawa County brand:
 - o Key messaging and media release
 - o Graphic design elements, alternate marks, fonts and primary and tertiary color palettes, typefaces, a/v, etc.
 - o Community and social media roll-out opportunities
 - o Guidance to ensure successful integration into website design at miOttawa.org.

We will also deliver electronic files for all designs, and all files necessary for staff to replicate them. This will also include a meeting between our mutual teams to review materials and answer questions.

It is anticipated that this phase will take 6-8 weeks.

Evaluation

No matter the project, we are always assessing, ensuring that our tactics are on track to meet the set objectives. We also monitor feedback from stakeholders, remaining nimble to alter or change course as needed. To this end, we will provide a detailed final report and evaluation of any marketing strategies employed in the roll out.



SEYFERTHPR/COUNTY OF OTTAWA PROPOSED FEE STRUCTURES AND BILLING

SPR proposes a project fee for this County of Ottawa rebranding project, at a non-profit/government rate. We are confident that SeyferthPR can also offer a variety of options relative to the fee structure as required in order to serve the County's needs for the most cost-effective programming.

We will provide a monthly statement itemized by staff for all work performed against the approved budget and communication plan, not to exceed the agreed upon amount unless prior approval has been received. Terms are net 30 days.

The following is an estimated base plan in the range of \$8,750-\$9,000. An ala carte menu of options is included to show the range of services that could be added on as requested.

SeyferthPR/County of Ottawa Proposed Fee Structures

| Task | Base Budget | Optional Add-ons by request |
|---|-------------|-------------------------------|
| Account management overall project *Assuming a three-month project completion based on RFP (March 15-June 15). | \$1,200* | |
| Three in-person meetings with County Staff to discuss project, lay out timeline expectations, deliverables, etc. | \$ 650 | \$ 250 per additional meeting |
| General research overview | \$ 750 | \$1,000 per focus group |
| Four proposed preliminary design options for graphic identity | \$2,500 | \$ 500 per additional |
| Two refined/cleaned designs | \$ 600 | TBD |
| Prepared final art designs templates (up to eight different set ups) | \$ 800 | \$ 200 per additional |
| Electronic file(s) transfer, meeting with County team members to review, answer questions. | \$ 250 | |
| Roll out plan outlined in writing to implement entire plan | \$ 500 | +\$3,500 if firm is needed |
| Electronic Brand Standards Manual *If social media guidelines are in place this can be reduced. | \$1,200* | |
| Packaged materials for Ottawa County legal to file trademark requirements. | \$ 275 | |

**Out of pocket expenses such as postage, travel, copies, telephone, Internet, fax and equipment rental will be extra and billed along with the invoice.

Agency (Non-profit/Governmental) Rates for this Project:

| | | | |
|------------------------|---------------|----------------------------|---------------|
| General administration | \$25 per hour | Design services | \$35 per hour |
| Writing services | \$45 per hour | Client meetings/management | \$45 per hour |



WHY OUR FIRM IS THE BEST FOR THIS ENGAGEMENT

For over 30 years, SeyferthPR has been considered the market leader in developing cost-efficient yet effective, recognized, innovative and creative brand identities in West Michigan. We're efficient because of our process—we begin every project with a strategic foundation based on deep audience and marketplace insights. We are curious beyond the norm...always digging and asking “why,” so we can uncover those hidden nuggets that ultimately bring results that resonate emotionally and rationally with our target audiences. In every aspect of our work, we are looking to “Manage the Conversation” that we mutually agree is right for the County of Ottawa brand promise. We are results-orientated professionals who understand the opportunity to make Ottawa County an even stronger leader and resource for all of its stakeholders.

Furthermore, we have a graphic designer on staff and are able to cut costs by producing our creative in-house. This also allows for seamless and timely communication between client, team leaders, and our creative department to ensure deadlines are effortlessly met.



SEYFERTHPR PROPOSED TEAM MEMBERS

Our team would be led by Brad Back, Vice President; Zen MacLeod, Graphic Designer; Natasha Alvarez, Assistant Account Executive; Cameron Macko, intern; Ginny Seyferth, APR, Founder & President; and would be supported by our administrative staff as needed.



Brad Back
Vice President

Brad leads the firm in branding and integrated market strategies. He often takes the lead in setting the course for clients who need to gain market share through strong reputation management. A former small business owner with extensive experience in franchising, retail, and market strategies, Brad's enthusiasm is contagious.



Zen MacLeod
Graphic Designer

Zen leads a graphic and digital practice that designs websites, social platforms, printed pieces of all sizes and a unique set of "on-the-street" branding tools. Her work has included branding materials for McDonald's, Art Van, Haworth, LL Bean, Sports Authority and more. She's brilliant at designing for today's digital world.



Natasha Alvarez
Assistant Account Executive

A Chicago native, Natasha has taken a hold of Michigan, by engaging in a number of diversity and inclusive programs aimed at helping companies and communities connect with their rich talent. She is part of the firm's brand management and consumer engagement counseling team



Cameron Macko
Intern

A recent graduate of GVSU and a certified "Analytics and Adwords Qualified Professional," Cameron brings his analytical and social media "A-game" daily. He is also a men's league hockey "all-star."



Ginny Seyferth, APR
Founder & President

Recognized in several Michigan business publications as one of the state's most influential business leaders, Ginny provides counsel to some of America's leading executives and companies on M&A, corporate crisis, talent retention and attraction, new product introductions, social and traditional media relations and more.



REFERENCES

We have worked with many senior community leaders, state department officials, and other key influencers, and would be happy to provide contact information for you to request references:

Former Grand Rapids Mayor - George Heartwell

Grand Rapids Mayor - Rosalynn Bliss

Ionia Mayor - Dan Balice

Former Holland Mayor - Kurt Dykstra

Grand Rapids Area Chamber of Commerce - Rick Baker

West Coast Chamber of Commerce - Jane Clark

Michigan Attorney General - Bill Schuette

Michigan Agriculture Director - Jamie Clover Adams



SeyferthPR Partial Client Roster

| | |
|---------------------------------------|--|
| A.j. Veneklasen | Huntington Bank |
| Amway | I-CAR |
| Ada Township | Kent County Prevention Coalition |
| Aquinas College | Kent County Sheriff's Department + Parks |
| Arcadia Investment | Levine & Levine |
| Art Van | Life EMS Ambulance |
| BCBSM | LINC |
| Brann's Northville | Literacy Center of West Michigan |
| Catholic Charities West Michigan | Mercy Health |
| Cirque du Soleil OVO | Metro Health & University of Michigan Health |
| City of Grand Rapids + 3 1 1 project | Network 180 |
| Cooley Law School | McDonald's Restaurants of Michigan |
| Covenant House | Ronald McDonald Houses of Michigan |
| Dutch American Heritage Association | New Holland Brewing |
| DeVos Foundation | Perrigo |
| Eastern Floral | Pregnancy Resource Center |
| Enviah | Region 2 South – Metro Detroit Partnership |
| Feld Entertainment | Rockford Construction |
| Franciscan Life Process Center | S. Abraham & Sons |
| Gerald R. Ford Foundation | Sable Homes |
| Gilda's Club | Talent2025 |
| Grand Rapids Area Chamber of Commerce | Terryberry |
| Griffins Hockey | TowerPinkster |
| Grotenhuis | University of Toledo Medical Center |
| Guiding Light Mission | Valley City Electronic Recycling |
| Hart House Bed & Breakfast | Vander Mill Cider |
| Haworth | West Michigan Policy Forum |
| Hope Academy | Western Michigan University |

APPENDIX: CASE SUMMARY SNAPSHOTS

Our portfolio of examples is specifically designed to share how SeyferthPR has teamed up with internal organization staff to arrive at a new identity or enhance the connectivity of branding already in place. In some cases our work has guided a new visual identity and in others it is bringing sub-brands together under one strong umbrella.

While we have included several examples of our work, we have provided greater detail on four of the examples, and would be happy to talk through any of the examples we have provided.



• Gerald R. Ford Presidential Foundation

Our team worked with internal teams to produce a new seal for the Foundation that would integrate strategically with the Museum (owned by the U.S. National Archives), and the Gerald R. Ford Presidential Library (located at the University of Michigan).



• The Detroit Medical Center (DMC)

SeyferthPR was brought in to help the Detroit Medical Center bring its nine hospitals under one umbrella. Our work engaged teams from all nine sites and Wayne State University School of Medicine to gain agreement on the umbrella brand of the DMC, with a treatment of the main logo and retaining the name of each hospital under the consistent logo branding. Once we agreed on a design treatment of the new logo, our firm tested the concept, advised the appropriate internal staff on graphic standards, various flexible partner strategies to remain under the DMC brand, wrote the standard guideline programs and produced more than 50 applications to support physician practices, sub-owned subsidiaries, etc.



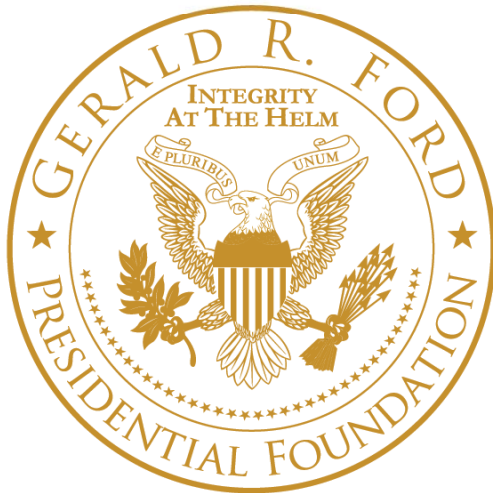
• Gerald R. Ford International Airport (Kent County)

Our communication work for the Gerald R. Ford International Airport ran for two years beginning in 2009 with the short-term issue of shutting down regular parking during construction of a 9,800 space ramp along with the long-term strategy to encourage more residents to fly from nearby. In this program we engaged several stakeholder groups from frequent airport flyers to county residents, elected officials and major air carrier contractors/tenants in ongoing communication activities. Our work included design of all communication materials (website, flyers, billboards, way finding signs) and the management of an ongoing communication strategy to support the internal airport team. We worked alongside the airport communication, construction, engineering and county management teams for two years adapting the strategy to engage more people, with the long-term goal to open the new parking structure with more users. We (and the airport) received numerous awards for our work that moved local passenger usage from 147,964 to 190,305 in just one year.



• Muskegon General, Hackley Hospital, + Mercy Muskegon Hospital = Mercy Health

SeyferthPR was brought in to the long-term planning of bringing three hospitals together, and ultimately creating a regional strategy for Trinity Health (also owns Saint Mary's Hospital in Grand Rapids). Our work included engaging with the internal teams at all hospitals, their boards, donors, employees, physicians, to begin to work under one umbrella that served the region which now includes 13 counties from Mason to Allegan, Ottawa to Ionia. Our firm processed dozens of naming ideas, ran the focus groups, concluded the Mercy Health umbrella strategy, developed the graphics, and complete standards for the brand and now we continue to support all aspects of the social media and integration of new physician brands under the umbrella.



Thank You
West Michigan for making
us a 2016 Newsmaker



Join us and experience
The New
Ford Presidential Museum

GeraldRFordFoundation.org



NOW OPEN
GROWING UP
GRAND
Gerald Ford at 100



Ford Presidential Museum
Grand Rapids



VOTE Yes!

on Proposal 1

AUGUST 2, 2016

Help fund Ada's Parks, Recreation and Green Spaces.



Ada Township has over 1,000 acres of beautiful parks, nature trails and recreation programs, which include green spaces with wetlands and preserves. Research shows that these amenities not only increase our quality of life, but our home values as well! Ada is a community committed to protecting and preserving these wonderful assets.

Your **YES vote on PROPOSAL 1 on August 2** is critical to protect, maintain and improve Ada's parks and green spaces for the future.

PROPOSAL 1 DOES NOT INCREASE YOUR PROPERTY TAXES.

It is simply a combination and RENEWAL of the existing .25 millage for Parks and Recreation and the .40 millage for Parks and Land Preservation that you have supported in the past. The total of .65 mills is about \$65/year for the owner of a \$200,000 home.

The funds will be used for the following purposes for a period of ten years:

- Operating and maintaining existing parks and land preservation programs
- Major repairs, renovation and upgrades of existing facilities
- Continued support of educational and recreation programs
- Support development of community green space/areas along the Village and park frontage along the Thornapple River

ADA TOWNSHIP'S PARKS AND PRESERVES

Ada Township Park
Leonard Park
Roselle Park
Grand River Nature Preserve
Carl Creek Crossing Preserve
Carl Creek Wetland

Preserving ADA'S Future



Ada Township is known for its beautiful parks, nature trails, recreation programs and green spaces with wetlands and preserves. Research shows that these amenities not only increase our quality of life, but our home values as well! Ada is a community committed to protecting and preserving these wonderful assets.

The current .25 millage for parks and recreation and the .40 millage for public green spaces and land preservation both expire in 2016. Proposal 1 is a renewal and combination (.65 mills) of these two millages that you have supported in the past.

It is **NOT an increase in taxes**. The cost is about \$65/year for the owner of a \$200,000 home. The funds will be used for operation, construction, acquisition, maintenance and equipment costs for a period of ten years.

Your **YES vote on PROPOSAL 1 on Aug. 2** is critical to protect, maintain and improve Ada's parks and green spaces for the future.

Thank you!

VOTE

to fund our Parks,
Recreation, and
Green Spaces
AUGUST 2, 2016

We would like to invite you to join us for a community discussion on how to keep Ada Township a vibrant, open space, strong biking and walking community. As you may know a group of citizens organized a campaign about 8 years ago. We called it Preserve Ada, and our efforts helped to win a millage program to fund the development of our bike paths, build bathrooms and pathways at our Ada parks, and begin to connect some of our paths and parks to a greater vision within Kent County.

It's time to review our work and discuss the need for continued millage funding in the future. If we agree, we would need to put the extension on the ballot in August 2016.

Please join us for a cocktail and conversation on preserving the open, green space in Ada and keeping our distinction as a community committed to biking, walking, hiking and parks.

Tuesday, April 26, 2016

7:00pm
Egypt Valley Country Club
7333 Knapp Street Srv Rd. NE, Ada, MI 49301

RSVP: preserveada@gmail.com

Also PLEASE invite a friend or neighbor to this discussion and send us their name so that we may help build our list of voices important as we work together to preserve our great community.

Randy Damstra

Bob Proos

Dan Hurwitz



MAKING HEADLINES

How recognition can make news in your community

When Recognition Deserves Community Notice

It's time to share!

When an employee achievement is big, unique or special



Consider these ways to spread your good news:



Good News!
on building or community gathering spot



External Signage
Your company can customize and distribute a news release to announce a major milestone or significant achievement.

News Release
Your company can customize and distribute a news release to announce a major milestone or significant achievement.

What can your company gain from some MEDIA love?



External Credibility

Employee Pride

New Customers

Future Employees

A Few Tips

Media's numbers
anything that can quantify or symbolize your achievement that is truly "above the norm."

Examples:
72% sales up year-to-date
25 years in business
1,000 volunteer hours

NOTE:
Make sure your employee would be comfortable being in the spotlight.



Don't just tell it, SHOW IT!

We live in a visual world. For best results, send your news with a photo or video.

Get Personal!

Today's newsrooms are fast changing. Spend time identifying the current business, news or feature reporter contact.



The Email

A clever, brief & compelling subject line can make a difference to a reporter actually opening and reading your email or deleting it!



The Follow-Up Call

Many reporters appreciate ONE brief follow-up call to ensure they received your news. It's a chance to sell the story a bit more and gauge their interest.

Great Subject Lines

- Award-Winning Paramedic Doubles as Lead Vocalist
- We Are About to Serve Our 100,000th Customer



Poor Subject Lines

- Hope you will write a story about this employee
- 100,000th Customer



Other Ways to Get the Word Out

Get Social

Identify the best social media platforms to share your message.



A few social media tips

Create a conversation, not a "one & done" message

Boost engagement with visuals add a simple photo or video

Post with Permission make sure you have the OK to share an individual's photo

All This Work and No Guarantees

Yes, a paid advertisement is just that - a paid, controlled message. Informing a reporter to develop a story about your special news takes persistence, timing and a lot of footwork. But when a story is published, the feeling for your company or employee is truly priceless.

If In Doubt, ASK!!

Terryberry won't leave you hanging. If you need more help, just send us an email at www.terryberry.com

Terryberry

HAWORTH®

5 Tips to Power Your Posture

Move over, office slouchers. Poor posture at your desk or workstation can lead to fatigue, or even back, neck and/or shoulder pain and injuries. Here are 5 easy tips to great on-the-job ergonomics:

1 It's all about posture

When sitting, pull shoulders down and have a level gaze. Prop screen to eye level - use books if needed. Place feet flat on the floor, but feel free to move and shift your weight.

2 Prop up

For lounge furniture, place pillows near your lower back. This improves posture - important for shorter individuals who can't comfortably reach the floor and chair back simultaneously. To alleviate Tech Hunch, prop computer on lap with pillows.

3 Feet up

Movement helps alleviate static postures, so try leaning back with feet propped up. This allows your head to be aligned with your spine. The weight of a human head is equivalent to a bowling ball - hanging forward for an extended time will negatively affect a variety of muscles.

5 Invest in good seating

look for furniture that supports your back.

4 Get up & move

Take breaks, throughout the day, every day. Recent news has labeled sitting as the new smoking, but it's about movement. Walk, get a glass of water. Go see the person you were going to call or email; even better to climb stairs.



Teresa A. Bellanger, PhD, CPE | Senior Corporate Ergonomist

Dr. Bellanger is the Senior Corporate Ergonomist for Haworth, Inc. where she is responsible for consulting on current product developments and evaluations to ensure ergonomics is taken into consideration during the design process, representing Haworth on ergonomics standards/guidelines committees, completing research related to ergonomics, managing external research projects in the areas of ergonomics, and communicating learnings both internally and externally.

About Haworth

Global, Haworth (www.haworth.com) improves workplaces with award-winning furniture, interior architecture and technology solutions to help customers achieve business goals, transform culture as well as support collaboration and innovation.

For interviews please contact Karen Kirchenbauer, (616) 776-3511, kirchenbauer@seyferthpr.com

AMBULANCE

QI SUMMER OLYMPICS

June 5th - August 20th

4 GAMES/EVENTS

Vital Sign Sprint - (2) sets of vitals on all transports with at least (1) including pulse oximetry. A complete set of vitals is measured including a Pulse, B/P, Respirations, SpO2, documented on same vitals line entry

Breath Stroke - Capnography (ETCO2) used and documented in flow chart for all patients being ventilated

Last Normal Backstroke - CVA/Stroke documented last time seen normal

Data Sync Dive - Cardiac monitor data uploaded for these call types: Cardiac arrest, ACS/Chest pain and capnography use



TEAM COMPETITION

1. **Team Central** - Central operations
2. **Team North/East** - Newaygo, Lake, Mason & Ionia
3. **Team South** - Kalamazoo, Allegan, Van Buren

EVENT SCORING

Goal is 90% compliance in all four events. Scores will be calculated weekly and posted internally. Winners will be calculated at the end of the 12 week period, and based upon cumulative scores.



AWARDS

Gold - gift cards | **Silver** - pizza parties | **Bronze** - ice cream social

CELEBRATION

The Life EMS Ambulance QI Summer Olympics will be announced during EMS Week. Each division will hold its own Opening Ceremony during that week. The closing ceremonies will be celebrated with the gold medal presentation to the winning team by the QI Committee.



This document has been created, obtained and/or collected by the Quality Improvement department as part of a professional review function by Life EMS Ambulance. All records, data, and knowledge collected for or by individuals or committees assigned this professional review function are confidential and shall not be public records, nor available for court subpoena.

One Call To City Hall

2" diameter hole

311

Your first stop for all non-emergency Grand Rapids service questions, including:

- Water
- Pothole Reports
- Property tax
- Pay As You Throw Fees

One number – dial 311 from your cell phone or landline
In person – assistance is available at City Hall, 300 Monroe Avenue NW
Live assistance – five days a week, 8 a.m. - 5 p.m., Monday to Friday
Online – visit 311.grcity.us from your laptop, computer or smartphone

If you are unable to reach 311 or you are calling from outside the city limits, you can dial 616-456-3000.
 For TTY, call 616-456-3980

Questions or suggestions? Please visit 311.grcity.us.

In case of emergency, call 911.

One Call To City Hall

311

or call 456-3000

Connect with all city services

In case of an emergency, call 911

311.grcity.us



Thank You For This Opportunity

40 Monroe Center NW Grand Rapids, MI 49503
616.776.3511
www.seyferthpr.com





40 Monroe Center NW
Grand Rapids, MI 49503
616.776.3511
800.435.9539
seyferthpr.com

CONTRACT

This agreement between Ottawa County and SeyferthPR provides for public relations services as outlined on pages 5-6 in the attached proposal. Estimated fees are \$8,750 - \$9,000. Any additional services or projects will be budgeted and approved separately before work commences.

SeyferthPR would be happy to sign a confidentiality agreement if provided by Ottawa County. Until such an agreement is provided, it is the understanding of all parties that all materials shared are to be handled confidentially.

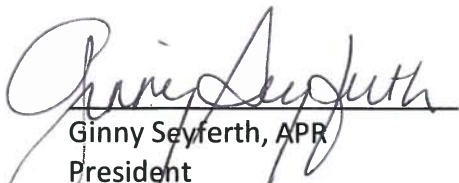
Ottawa County agrees to defend, indemnify and hold SeyferthPR harmless from any losses, damages or expenses including, without limitation, actual attorney fees, incurred by SeyferthPR as a result of any claim, suit or proceeding against SeyferthPR based upon any dissemination of information or information Ottawa County provided to SeyferthPR or which Ottawa County approved prior to publication or release by SeyferthPR.

Work will commence upon receipt of this signed contract and SeyferthPR will use a 30-day billing period. Terms will be 30 days net.

Out-of-pocket expenses such as postage, travel, copies, telephone, Internet, fax and equipment rental will be billed along with the regular monthly invoice.

Cancellation of this agreement may be made by either party with 30 days written notice.

SeyferthPR looks forward to this working relationship with Ottawa County. Please return a signed copy of this contract to SeyferthPR today.


Ginny Seyferth, APR
President
SeyferthPR

Justin Roebuck
Clerk-Register of Deeds
Ottawa County

Greg DeJong
Chairman
Ottawa County Board of
Commissioners

3-13-17
Date Signed

Date Signed

Date Signed



County of Ottawa

Fiscal Services Department - Purchasing

RFP #17-12 COUNTY REBRANDING PROJECT

Date: JANUARY 16, 2017; 2:00 PM (EST)

| | Vendor Name | | | | | | | | | |
|---|-------------------------|-----------------------|-----------------------|----------------------------|--------------------------------------|------------------------------------|------------------------|------------------------|------------------------|---|
| | Graphics House Imaging | New Moon Visions | Concept A | The Image Group | TMV | Burch Partners | Revel | Seyferth PR | Reagan | Q + M |
| Date / Time Rcv'd | 01/16/2017 at 2:00pm | 01/16/2017 at 1:26 pm | 01/16/2017 at 1:16 pm | 01/16/2017 at 11:06 am | 01/16/2017 at 10:46 am | 01/16/2017 at 12:54 pm | 01/16/2017 at 12:30 pm | 01/16/2017 at 11:58 am | 01/16/2017 at 10:18 am | 01/13/2017 at 12:39 pm |
| A. Skills / Creativity Requirements | | | | | | | | | | |
| Portfolio / Project Samples | X | X | X | X | X | X | X | X | X | X |
| Scope of Services | X | X | X | X | X | X | X | X | X | X |
| B. Resources / Capability Requirements | | | | | | | | | | |
| Inform on Business Experience | X | X | X | X | X | X | X | X | X | X |
| Staff Skills | X | X | X | X | X | X | X | X | X | X |
| Clients, Projects, etc. | X | X | X | X | X | X | X | X | X | X |
| C. Fee | \$15,000.00 / 125 hours | \$28,125.00 | \$28,010 / approx 325 | \$29,500.00 / 2-1/2 months | \$27,125 / 217 hrs | \$30,000.00 | \$17,740.00 | \$9,325 plus options | \$23,862 to \$18,917 | \$11,500 Base \$6,500 Roll Out \$1,000 Assets |
| Comprehensive Pricing / Rate Sheet | X | X | X | X | 50% up front / balance at completion | \$22,000 Fees and \$8,000 Expenses | X | X | X | |
| Options that fit budget constraints | X | X | X | X | X | X | X | X | X | X |
| Certificate for Insurance - needed? | | | | | | | | | | |

Received by:

Janice McLaren

1/16/2017

Date

Amy Bodbyl-Mast

1/16/2017

Date

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Human Resources

Submitted By: Marcie Ver Beek

Agenda Item: Downgrade Senior Application Specialist Position

SUGGESTED MOTION:

To approve the request from the Innovation and Technology Department to downgrade one (1) FTE Senior Application Specialist (U7A) to an Application Specialist II (U6A) at a savings of a \$9,627.72.

SUMMARY OF REQUEST:

The Senior Application Specialist position was created with the intention of having a lead software developer for the Applied Technology Team. As the department has adjusted its positions to support a more business oriented focus, the original configuration of the Applied Technology Team has shifted from software development to a greater emphasis on business analysis. Direct supervision of the team has primarily fallen to the Manager of Applied Technology. Based on these changes, the role of Senior Application Specialist does not match the current needs of the IT Department in serving its mission and customers. Therefore, the position should be changed to an Application Specialist II where the role is focused at the project level, delivering technical solutions to accomplish business outcomes.

FINANCIAL INFORMATION:

Total Cost: \$ 0.00 General Fund Cost: \$ 0.00 Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☒ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 4: To Continually Improve the County's Organization and Services.

Objective: Goal 4-1: Conduct activities and maintain systems to continuously improve to gain efficiencies and improve effectiveness.

ADMINISTRATION

☒ Recommended

☐ Not Recommended

☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

2017 Costs per Deductions
Employer Costs- IT

| | | | | | |
|------------|--------------------------|--------|-----------|-----------|------------|
| U6A to U7A | Network Admin II | | | | |
| | U6A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 54,899.00 | 34,233.90 | 89,132.90 |
| | Step F | 1.0000 | 74,668.36 | 39,279.06 | 113,947.42 |
| | Network Admin III | | | | |
| | U7A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 62,569.26 | 36,191.36 | 98,760.62 |
| | Step F | 1.0000 | 81,288.48 | 40,968.52 | 122,257.00 |

| | |
|------------------------|------------|
| Cost of upgrade | |
| Step A | \$9,627.72 |
| Step E | \$8,309.58 |

| | | | | | |
|------------|---------------------------------------|--------|-----------|-----------|------------|
| U7A to U6A | Senior Applications Specialist | | | | |
| | U7A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 62,569.26 | 36,191.36 | 98,760.62 |
| | Step F | 1.0000 | 81,288.48 | 40,968.52 | 122,257.00 |
| | Applications Specialist II | | | | |
| | U6A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 54,899.00 | 34,233.90 | 89,132.90 |
| | Step F | 1.0000 | 74,668.36 | 39,279.06 | 113,947.42 |

| | |
|-----------------------------|------------|
| Savings of downgrade | |
| Step A | \$9,627.72 |
| Step E | \$8,309.58 |

| | |
|---------------------------|---------------|
| TOTAL COST/SAVINGS | |
| Step A | \$0.00 |
| Step E | \$0.00 |

Action Request



| | |
|-------------------------------|---|
| Committee: | Board of Commissioners |
| Meeting Date: | 03/30/2017 |
| Requesting Department: | Human Resources |
| Submitted By: | Marcie Ver Beek |
| Agenda Item: | Upgrade the Network Administrator II Position |

SUGGESTED MOTION:

To approve the request from the Innovation Technology Department to Upgrade one (1) FTE Network Administrator II (U6A) to a Network Administrator II/III (U6A/U7A) at a cost of \$9,627.72.

SUMMARY OF REQUEST:

The Network Administrator II in addition to current responsibilities has become the lead implementor for external customers, converting their systems to run on County hosted servers, and implementing technologies such as Network Switching, Network Routing, E-mail system upgrades, Access Controls and Virtual Desktop Infrastructure (VDI) to enhance their services. This position is also the primary contact for issues escalated beyond the PC Support Team. With the growth of external customers and the goal to expand the IT services to other local units, this position has assumed an increased level of responsibilities. The role of lead technical person in this area requires high level technical skills in a number of areas including servers, networks, and system administration. He provides technical direction to other IT support staff in resolution of incidents and implementation of technology. The service delivered increases the capabilities of local units, provides significant value to these organizations and provides value in terms of revenue to the County for services delivered leveraging the County's technology investments. The purpose of creating a two pay grade position is to provide flexibility in recruiting and retaining talent. Included as part of this proposal is to upgrade the current individual who has served in the Network Administrator II (Unclassified Paygrade U6A) role for three years and demonstrated the level of performance expected to the level of Network Administrator III (Unclassified Paygrade U7A). Any cost increase will be offset by the compensatory reduction of the Senior Application Specialist (Unclassified Paygrade 7A) to an Application Specialist II (Unclassified Paygrade 6A).

FINANCIAL INFORMATION:

| | | | | |
|-------------------------|--------------------------------|---------------------|------------------------------|--|
| Total Cost: \$ 9,627.72 | General Fund Cost: \$ 9,627.72 | Included in Budget: | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
|-------------------------|--------------------------------|---------------------|------------------------------|--|

If not included in budget, recommended funding source:

paid with savings from downgrade of Senior Application Specialist (Unclassified Paygrade 7A) to an Application Specialist II (Unclassified Paygrade 6A)

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☒ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 4: To Continually Improve the County's Organization and Services.

Objective: Goal 4-4: Examine opportunities for increased cooperation and collaboration with local government and other partners.

| | | | |
|-----------------------|---|--|---|
| ADMINISTRATION | <input checked="" type="checkbox"/> Recommended | <input type="checkbox"/> Not Recommended | <input type="checkbox"/> Without Recommendation |
|-----------------------|---|--|---|

County Administrator

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

2017 Costs per Deductions
Employer Costs- IT

| | | | | | |
|------------|--------------------------|--------|-----------|-----------|------------|
| U6A to U7A | Network Admin II | | | | |
| | U6A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 54,899.00 | 34,233.90 | 89,132.90 |
| | Step F | 1.0000 | 74,668.36 | 39,279.06 | 113,947.42 |
| | Network Admin III | | | | |
| | U7A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 62,569.26 | 36,191.36 | 98,760.62 |
| | Step F | 1.0000 | 81,288.48 | 40,968.52 | 122,257.00 |

| | |
|------------------------|------------|
| Cost of upgrade | |
| Step A | \$9,627.72 |
| Step E | \$8,309.58 |

| | | | | | |
|------------|---------------------------------------|--------|-----------|-----------|------------|
| U7A to U6A | Senior Applications Specialist | | | | |
| | U7A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 62,569.26 | 36,191.36 | 98,760.62 |
| | Step F | 1.0000 | 81,288.48 | 40,968.52 | 122,257.00 |
| | Applications Specialist II | | | | |
| | U6A | FTE | Wages | Benefits | TOTAL COST |
| | Step A | 1.0000 | 54,899.00 | 34,233.90 | 89,132.90 |
| | Step F | 1.0000 | 74,668.36 | 39,279.06 | 113,947.42 |

| | |
|-----------------------------|------------|
| Savings of downgrade | |
| Step A | \$9,627.72 |
| Step E | \$8,309.58 |

| | |
|---------------------------|---------------|
| TOTAL COST/SAVINGS | |
| Step A | \$0.00 |
| Step E | \$0.00 |

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Human Resources

Submitted By: Marcie Ver Beek

Agenda Item: Community Mental Health Personnel Request

SUGGESTED MOTION:

To approve the request from Community Mental Health to reclassify one 0.5 FTE Support Coordinator Aide (Group T CMH 12) to one 0.5 FTE Mental Health Specialist (Group T CMH 13) at a cost of \$1,891.13.

SUMMARY OF REQUEST:

During the CMH reorganization in 2016, a part-time Mental Health Specialist position (Group T CMH 13) was downgraded to a Support Coordinator Aide position (Group T CMH 12). Increasing requirements of the Lakeshore Regional Entity and Michigan Department of Health and Human Services has led to a need for a Mental Health Specialist in order to improve efficiency, meet deadlines, and produce solid paperwork documentation. This position will alleviate the high caseload of the current Mental Health Specialists. It is requested to reclassify one 0.5 FTE Support Coordinator Aide (Group T CMH 12) to one 0.5 FTE Mental Health Specialist (Group T CMH 13) at a cost of \$1,891.13.

FINANCIAL INFORMATION:

Total Cost: \$ 1,891.13 General Fund Cost: \$ 0.00 Included in Budget: ☒ Yes ☐ No

If not included in budget, recommended funding source:

Medicaid

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☒ Mandated ☐ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 3: To Contribute to the long-term economic, social and environmental health of the County.

4: To Continually Improve the County's Organization and Services.

Objective: Goal 3-2: Consider initiatives that contribute to the social health and sustainability of the County and its' residents.

Goal 4-1: Conduct activities and maintain systems to continuously improve to gain efficiencies and improve effectiveness.

ADMINISTRATION

☒ Recommended

☐ Not Recommended

☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

2017 Costs per Deductions
Employer Costs

Supports Coordinator Aide to Mental Health Specialist
Group CMH-T

| | FTE | Wages | TOTAL COST | Difference |
|----------|--------|-----------|------------|------------|
| Grade 12 | 0.5000 | 20,782.58 | 37,131.12 | |
| Grade 13 | 0.5000 | 22,252.75 | 39,022.25 | 1,891.13 |

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Human Resources

Submitted By: Marcie Ver Beek

Agenda Item: 58th District Court's Personnel Request

SUGGESTED MOTION:

To approve the request from District Court to increase the RPC I position from a 0.25 FTE to 0.4875 FTE at a cost of \$6,698.21.

SUMMARY OF REQUEST:

By increasing the current part-time temporary RPC I position from a 0.25 FTE to 0.4875 FTE, it will allow for the 58th District Court- Holland to successfully handle the increase in cases filed. District Court's criminal docket increased by over 650 cases across all three locations from 2015 to 2016. The increase in FTE will assist with the attempt to retain talent within this position, which has traditionally seen high turnover.

FINANCIAL INFORMATION:

| | | | | |
|-------------------------|--------------------------------|---------------------|---|-----------------------------|
| Total Cost: \$ 6,698.21 | General Fund Cost: \$ 6,698.21 | Included in Budget: | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
|-------------------------|--------------------------------|---------------------|---|-----------------------------|

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☒ Mandated ☐ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 4: To Continually Improve the County's Organization and Services.

Objective: Goal 4-1: Conduct activities and maintain systems to continuously improve to gain efficiencies and improve effectiveness.

Goal 4-3: Maintain and expand investments in the human resources and talent of the organization.

| | | | |
|-----------------------|---|--|---|
| ADMINISTRATION | <input checked="" type="checkbox"/> Recommended | <input type="checkbox"/> Not Recommended | <input type="checkbox"/> Without Recommendation |
|-----------------------|---|--|---|

County Administrator:

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

2017 Costs per Deductions
Employer Costs

RPC I- Temporary- \$12.50/hr
District Court

| FTE | Wages | TOTAL COST | Increase amt |
|--------|-----------|------------|--------------|
| 0.2500 | 6,500.00 | 7,050.75 | |
| 0.4875 | 12,675.00 | 13,748.97 | 6,698.21 |

Action Request



| | |
|-------------------------------|--|
| Committee: | Board of Commissioners |
| Meeting Date: | 03/30/2017 |
| Requesting Department: | Planning & Performance Improvement |
| Submitted By: | Marcie Ver Beek |
| Agenda Item: | Planning & Performance Improvement Personnel Request |

SUGGESTED MOTION:

To approve the request from Planning & Performance Improvement to reclassify (1) .50 FTE Purchase Development Rights Specialist at a Group T Grade 14, Step A to (1) .50 FTE Farmland Preservation Analyst at an Unclassified Grade 4A, Step B at a total eventual cost increase of \$18.66.

SUMMARY OF REQUEST:

The Farmland Preservation Analyst position is responsible for identifying, completing, and administering grant applications for federal, state, and local grant opportunities; developing and managing the purchase of development rights (PDR) application process, as well as providing technical assistance to PDR applicants as they work through the application and easement purchase process; and creating and coordinating fund-raising efforts for the PDR Program.

Based on the technical and specialized knowledge required for this position, and the increased level of understanding required to develop and monitor the PDR Program, this request will correctly classify the work being completed by the Farmland Preservation Analyst.

Upon approval, this request does not have an immediate impact on the budget because the position is already funded within the budget. However, once the employee reaches the top step of the pay schedule, the County will see an approximate, annual cost increase of \$18.66.

FINANCIAL INFORMATION:

| | | | | |
|----------------------|-----------------------------|---------------------|---|-----------------------------|
| Total Cost: \$ 18.66 | General Fund Cost: \$ 18.66 | Included in Budget: | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
|----------------------|-----------------------------|---------------------|---|-----------------------------|

If not included in budget, recommended funding source:

| | | | |
|---|--|---------------------------------------|---------------------------------------|
| ACTION IS RELATED TO AN ACTIVITY WHICH IS: | <input checked="" type="checkbox"/> Mandated | <input type="checkbox"/> Non-Mandated | <input type="checkbox"/> New Activity |
|---|--|---------------------------------------|---------------------------------------|

ACTION IS RELATED TO STRATEGIC PLAN:

- Goal: 4: To Continually Improve the County's Organization and Services.
3: To Contribute to the long-term economic, social and environmental health of the County.
4: To Continually Improve the County's Organization and Services.

Objective: Goal 4-1: Conduct activities and maintain systems to continuously improve to gain efficiencies and improve effectiveness.
Goal 4-4: Examine opportunities for increased cooperation and collaboration with local government and other partners.

| | | | |
|-----------------------|---|--|---|
| ADMINISTRATION | <input checked="" type="checkbox"/> Recommended | <input type="checkbox"/> Not Recommended | <input type="checkbox"/> Without Recommendation |
|-----------------------|---|--|---|

County Administrator

Committee/Governing/Advisory Board Approval Date: Finance and Administration

03/21/2017

OTTAWA COUNTY

TITLE: FARMLAND PRESERVATION ANALYST
DEPARTMENT: PLANNING & PERFORMANCE IMPROVEMENT

GROUP: UNCLASSIFIED
GRADE: U-4A

JOB SUMMARY: Under the supervision of the Planning & Performance Improvement Director, the Farmland Preservation Analyst will assist with the administration of the Purchase of Development Rights (PDR) Program. This position requires some specialized knowledge of local, state, and/or federal laws, ordinances and/or procedures.

ESSENTIAL FUNCTIONS: The essential functions of this position include, but are not limited to, any combination of the following:

1. Creating and coordinating fund-raising efforts for the PDR Program, including developing and cultivating positive relationships with potential and current public and private contributors; requesting donations from private funders, coordinating fund-raising events; and developing innovative fund-raising programs.
2. Identifying, completing, and administering grant applications for federal, state, and local grant opportunities.
3. Creating and coordinating educational, presentation, and marketing efforts to increase awareness and support for the PDR Program among local officials, residents, businesses, and farmers.
4. Developing and managing the PDR application process including the scoring and appraisal process as well as providing technical assistance to PDR applicants as they work through the application and easement purchase process.
5. Working with technical service providers (appraisers, surveyors, closing agent, etc.) to complete the tasks necessary to obtain a conservation easement, including conducting annual monitoring of PDR easements.
6. Developing and monitoring PDR Program procedures and policies, and bylaws.
7. Managing the budget of the Ottawa County Agricultural Preservation Fund.
8. Working with local unit of government officials throughout Ottawa County to obtain resolutions of support for the PDR Program, to complete the PDR application process, and to complete the easement purchase process.
9. Providing staff support to the Agricultural Preservation Board including: developing agendas, taking meeting notes, preparing communications to Board members, preparing presentations, etc.
10. Other duties as assigned.

REQUIRED KNOWLEDGE AND SKILLS:

1. Proven ability to fund-raise and develop innovative fund-raising campaigns is preferred.
2. Excellent oral and written communications skills, public speaking experience is preferred.
3. Excellent interpersonal and human relations skills.
4. Ability to interact positively and professionally with County and local unit elected officials and employees, community and business representatives, funding agency representatives and members of the general public with widely divergent socio-economic and cultural backgrounds and varying levels of planning knowledge and communication skills.

REQUIRED EDUCATION, TRAINING AND EXPERIENCE:

Bachelor's degree from an accredited institution in public or business administration, applied economics, urban and regional planning or related field with coursework, combined with two years of progressively responsible experience in land-use planning, public or non-profit administration, and fund-raising for public and/or non-profit agencies, **OR** an equivalent combination of education and experience.

PHYSICAL REQUIREMENTS:

Must be able to perform essential job functions with or without reasonable accommodations, including, but not limited to, visual and/or audiological appliances and devices to increase mobility.

WORKING CONDITIONS:

Work is generally performed in a normal office environment. However, it will be necessary to occasionally work in and around farms, barns, pastures, and farm equipment.

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Administrator's Office

Submitted By: Misty Cunningham

Agenda Item: Board Appointment

SUGGESTED MOTION:

To place into nomination the name(s) of (*indicates recommendation from the Interview Subcommittee):

*Julie Kenyon

and to select one (1) to fill one (1) Primary Consumer vacancy on the Community Mental Health Board beginning April 1, 2017 and ending March 31, 2020 (three (3) year term).

SUMMARY OF REQUEST:

The Board of Commissioners makes appointments to the various Boards and Commissions of the County per Board Policy – Appointments to Boards and Commissions.

FINANCIAL INFORMATION:

Total Cost: \$ 0.00

General Fund Cost: \$ 0.00

Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 2: To Maintain and Enhance Communication with Citizens, Employees, and Other Stakeholders.

Objective: Goal 2-4: Evaluate communication with other key stakeholders.

ADMINISTRATION ☒ Recommended ☐ Not Recommended ☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date:

Talent and Recruitment

03/30/2017

**APPLICATION FOR POSITION ON A BOARD
COMMISSION, OR ADVISORY BODY APPOINTED
BY THE OTTAWA COUNTY BOARD OF COMMISSIONERS**

Date 02/23/2017

Position Applying For Community Mental Health Board/Primary Consumer (BC)

Position Applying For _____

Position Applying For _____

Name Julie Kenyon

Address 3242 Greenvale Court

City Hudsonville ST MI Zip 49426

Last 4 digits of social security number 0 Birth Month 1 Birth Day 18

Contact Information:

Home Phone 734-673-2100 Work Phone --

E-mail jkenyon118@yahoo.com Fax Number 734-673-2100

Education:

School Cincinnati Bible University School Grand Rapids Community College

Degree Elementary Education (non degree) Degree Elementary Education (non-degree)

Employment Background:

Current Employer none Position _____
Responsibilities _____

Previous Employer Homemaker Position _____
Responsibilities _____

Length of Residency in Ottawa County 4

Does the County of Ottawa or any other unit of government employ any members of your family?

Yes ☐ No ☒

If so, describe

What is your past experience in serving on governmental boards, or the boards of civic and other similar organizations?

No previous board experience. I have volunteered in various community organizations including ACCESS (Dearborn Michigan) an Arab American Community Outreach Center; Central United Methodist Church; Canton Public Schools.

The Ottawa County Appointment Policy sets a minimum expectation of 75% attendance for all members of boards and commissions appointed by the Ottawa County Board of Commissioners. If appointed, will you be able to comply with the terms of the Policy with regard to attendance? Yes ☒ No ☐

If not, why not? _____

Why do you want to be considered for this appointment?

As a consumer of mental health services, I am interested in human rights and advocacy for the citizens of Ottawa County. I look forward to the opportunity to give back to the agency that has served me so well. After an inpatient hospitalization for a mental health condition I observed situations where I felt advocacy for those being served was needed. I met with the current patient advocate at the hospital and she encouraged me to pursue opportunities to advocate for those in need.

County Resident/Department of Human Services Board/

Thank you for your interest in Ottawa County Government

Action Request



Committee: Board of Commissioners

Meeting Date: 03/30/2017

Requesting Department: Administrator's Office

Submitted By: Misty Cunningham

Agenda Item: Board Appointment

SUGGESTED MOTION:

To place into nomination the name(s) of (*indicates recommendation from the Interview Subcommittee):

*Katie Clausing

*Alberto Serrano

Thomas Mullaney

and to select two (2) to fill two (2) General Public vacancies on the Community Mental Health Board beginning April 1, 2017 and ending March 31, 2020 (three (3) year term).

SUMMARY OF REQUEST:

The Board of Commissioners makes appointments to the various Boards and Commissions of the County per Board Policy – Appointments to Boards and Commissions.

FINANCIAL INFORMATION:

Total Cost: \$ 0.00

General Fund Cost: \$ 0.00

Included in Budget: ☐ Yes ☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS: ☐ Mandated ☒ Non-Mandated ☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 2: To Maintain and Enhance Communication with Citizens, Employees, and Other Stakeholders.

Objective: Goal 2-4: Evaluate communication with other key stakeholders.

ADMINISTRATION ☒ Recommended ☐ Not Recommended ☐ Without Recommendation

County Administrator:

Committee/Governing/Advisory Board Approval Date:

Talent and Recruitment

03/30/2017

Katie A. Clausing
16390 Greenly St.
Holland MI
(630) 390-0207
clausingkatie@yahoo.com

February 27th, 2017

Please accept my application and resume for the Community Mental Health board vacancy. I believe my past experience at Community Mental Health and current experience as the Special Education Director at Holland Christian Schools has prepared me to serve in this role. I hold a deep knowledge of the public mental health system that I feel will strengthen the current milieu of the board. Please let me know if you have any questions. I look forward to hearing from you.

Sincerely,
Katie Clausing

Katie Clausing

Katie Clausing

16390 Greenly Street
Holland, Michigan 49424

630.390.0207
clausingkatie@yahoo.com

Experience

Holland Christian Schools/ Director of Special Education

August 2016- Present, Holland, Michigan

Director of Special Education services for grades Kindergarten-12. Responsible for services at 5 campus locations.

Community Mental Health of Ottawa County/ Program Supervisor for Adults with Developmental Disabilities

August 2011- August 2016, Holland, Michigan

Responsible for the day-to-day operations of the Developmental Disabilities department at CMH. Member of the Leadership team.

Ray Graham Association for People with Disabilities / Administrator

November 2003- August 2011, Addison, Illinois

Administrator of day and residential services for adults with Developmental Disabilities.

Education

Trinity Christian College / Bachelor of Psychology

August 1999-December 2003, Palos Heights, Illinois

Lewis University / Master of Organizational Leadership

January 2008- December 2011, Romeoville, Illinois

Training

Disney Way, Ottawa County CMH

Leverage Leadership, Ottawa Area Intermediate School District

Change Leader Academy- NIATx, Ottawa County

Positive Behavioral Supports, Ottawa County

**APPLICATION FOR POSITION ON A BOARD
COMMISSION, OR ADVISORY BODY APPOINTED
BY THE OTTAWA COUNTY BOARD OF COMMISSIONERS**

Date 02/27/2017

Position Applying For Community Mental Health Board/General Public (BC)

Position Applying For _____

Position Applying For _____

Name Katie A Clausing

Address 16390 Greenly Street

City Holland ST Mi Zip 49424

Last 4 digits of social security number 0 Birth Month 6 Birth Day 19

Contact Information:

Home Phone 630-390-0207 Work Phone --

E-mail clausingkatie@yahoo.com Fax Number 630-390-0207

Education:

School Trinity Christian College School Lewis University

Degree Bachelor of Psychology Degree Master of Organizational Leadership

Employment Background:

Current Employer Holland Christian Schools Position Director of Special Education

Responsibilities

Director for grades K-12 special education programming. Supervise special education teachers, para professionals and other staff.
Facilitate coordination between public schools, families and the general public.

Previous Employer Ottawa County Community Mental Health Position Program Supervisor

Responsibilities

Program Supervisor of Developmental Disabilities Services. Member of Leadership team.

Length of Residency in Ottawa County 5

Does the County of Ottawa or any other unit of government employ any members of your family?

Yes ☐ No ☒

If so, describe

What is your past experience in serving on governmental boards, or the boards of civic and other similar organizations?

I have extensive experience working with boards at many different levels. While I was an employee at Ottawa CMH, I worked very closely with both the full board and the program planning committee. I understand the many facets of a Community Mental Health agency and believe that I will be able to add a unique perspective as a board member.

The Ottawa County Appointment Policy sets a minimum expectation of 75% attendance for all members of boards and commissions appointed by the Ottawa County Board of Commissioners. If appointed, will you be able to comply with the terms of the Policy with regard to attendance? Yes ☒ No ☐

If not, why not? _____

Why do you want to be considered for this appointment?

I am aware of how fast moving the public mental health system is at the moment and I believe that I can offer a welcomed perspective based on my past experience at CMH. I want to be able to stay involved in CMH as mental health treatment is a passion of mine. Additionally, now that I am the special education director at Holland Christian I work with children who also utilize CMH services.

Thank you for your interest in Ottawa County Government

**APPLICATION FOR POSITION ON A BOARD
COMMISSION, OR ADVISORY BODY APPOINTED
BY THE OTTAWA COUNTY BOARD OF COMMISSIONERS**

Date 02/08/2017

Position Applying For Community Mental Health Board/General Public (BC)

Position Applying For _____

Position Applying For _____

Name Alberto R Serrano

Address 1189 S. Shore Dr.

City Holland ST MI Zip 49423

Last 4 digits of social security number 9222 Birth Month 7 Birth Day 14

Contact Information:

Home Phone 616-335-8823 Work Phone --

E-mail arserrano61@gmail.com Fax Number 616-335-8823

Education:

School Michigan State University School _____

Degree BA - Education Degree _____

Employment Background:

Current Employer Retired Position _____
Responsibilities _____

Previous Employer City of Holland Position Human Relations Coordinator
Responsibilities _____

Took Citizen complaints in the areas of Housing, Education, Employment, Consumer and Government Services and resolved these complaints through investigation, mediation and appropriate referral.

Directed the activities of the City Human Relations Commission, International Relations Commission and the City's Youth Services Program.

Signature of Applicant _____

Length of Residency in Ottawa County 62

Does the County of Ottawa or any other unit of government employ any members of your family?

Yes ☐ No ☒

If so, describe

What is your past experience in serving on governmental boards, or the boards of civic and other similar organizations?

Community Mental Board

United Way

Child and Families Services

Community Action House Bd.

Ottawa/Allegan Mediation Services

Boys and Girls Club

The Ottawa County Appointment Policy sets a minimum expectation of 75% attendance for all members of boards and commissions appointed by the Ottawa County Board of Commissioners. If appointed, will you be able to comply with the terms of the Policy with regard to attendance? Yes ☒ No ☐

If not, why not? _____

Why do you want to be considered for this appointment?

I have been serving the CMH Bd. for the past two terms and have gained the knowledge and experience to be able to contribute to the Boards governance and future direction in the coming years.

Thank you for your interest in Ottawa County Government

**APPLICATION FOR POSITION ON A BOARD
COMMISSION, OR ADVISORY BODY APPOINTED
BY THE OTTAWA COUNTY BOARD OF COMMISSIONERS**

Date 02/13/2017

Position Applying For Community Mental Health Board/General Public (BC)

Position Applying For _____

Position Applying For _____

Name thomas mullaney

Address 6654 s. wentward ct.

City hudsonville ST MI Zip 49426

Last 4 digits of social security number 0 Birth Month 7 Birth Day 26

Contact Information:

Home Phone 616-379-5142 Work Phone --

E-mail tgm285@yahoo.com Fax Number 616-379-5142

Education:

School alpena community college School _____

Degree associate degree law enforcement Degree _____

Employment Background:

Current Employer retired Position _____
Responsibilities _____

Previous Employer city and county of alpena Position police officer/county commissioner
Responsibilities _____

Length of Residency in Ottawa County 3

Does the County of Ottawa or any other unit of government employ any members of your family?

Yes ☐ No ☒

If so, describe

What is your past experience in serving on governmental boards, or the boards of civic and other similar organizations?

city police officer for 38yrs,,county commissioner 14 yrs, president michigan association of counties, served on northeast michigan mental health board for 7 yrs,served on montmorency,oscoda,alpena landfill auth. 7yrs

The Ottawa County Appointment Policy sets a minimum expectation of 75% attendance for all members of boards and commissions appointed by the Ottawa County Board of Commissioners. If appointed, will you be able to comply with the terms of the Policy with regard to attendance? Yes ☒ No ☐

If not, why not? _____

Why do you want to be considered for this appointment?

i have the time and background

Thank you for your interest in Ottawa County Government