

LEGISLATIVE AND HUMAN RESOURCES COMMITTEE MINUTES

Tuesday, February 26, 2002 – 7:45 a.m.
Kent County Administration Building – Room 310

MEMBERS PRESENT: Chair Elaine Buege; Commissioners Dan Koorndyk, Harold Mast, Marvin Hiddema, Jack Horton, Paul Mayhue, Ted Vonk, Michael Sak and Kenneth Kuipers

ALSO PRESENT: County Administrator Daryl Delabbio; Executive Assistant to the Board Jim Day; Assistant County Administrator Al Vanderberg; Assistant County Administrator Mary Swanson; Civil Counsel Sherry Batzer; Management Analysts Debbie Kauffman and Erika Rosebrook; Fiscal Services Director Dave Waichum; Fiscal Services Financial Supervisor Marvin VanNortwick; and Information Technology Manager Janice Rockburn.

Chair Buege called the meeting to order at 7:45 a.m.

I. PERFORMANCE MEASUREMENTS REVIEW - FISCAL SERVICES

The Committee and Fiscal Services Director Dave Waichum reviewed the performance measurements for Fiscal Services' Accounting, Budget, and Payroll programs. A copy of the performance measurements is on file in the Board of Commissioner's Office. The remainder of Fiscal Services' performance measurement programs will be reviewed by the Committee at the April 9, 2002, meeting.

II. PUBLIC COMMENT

None.

III. APPROVAL OF THE MINUTES

Mr. Vonk moved to approve the February 12, 2002, minutes as written.

Supported by Mr. Hiddema.

Motion carried.

IV. BOARD OF COMMISSIONERS - GRAND RAPIDS/KENT COUNTY CONVENTION & VISITORS BUREAU NATIONAL AWARENESS CAMPAIGN

Mr. Delabbio stated approval is requested to recommend to the Board of Commissioners to adopt a resolution of support for the Grand Rapids/Kent County Convention & Visitors Bureau's National Awareness Campaign. This request is proposed to go to the Board on March 14, 2002. A summary of the request follows:

- The Grand Rapids/Kent County Convention & Visitors Bureau (CVB), in April/May of this year, will launch a National Awareness Campaign for the greater Grand Rapids/Kent County region.

- The CVB has contracted with Longwoods International and Wondergem Consulting to determine the most effective marketing and promotional strategies to increase annual tourism revenues for our region.
- The County, per resolution 9-23-99-134, approved contributing \$333,333 per year beginning April 1, 2000 - March 31, 2003 to the CVB for its "Pre-opening National Business Development Plan" to assist with the marketing and promotion of *conventions* to the new Convention Center. The National Awareness Campaign focus will be on *tourism*.
- Other key stakeholders being sought to support the campaign include the Grand Action Committee, Kent County Lodging Association, The Right Place Program, Chamber of Commerce, West Michigan Strategic Alliance, Michigan Economic Development Corporation, Travel Michigan, GVMC, the cities of Grand Rapids, Kentwood, Wyoming, Grandville, Walker, East Grand Rapids, and Rockford, Convention/Arena Authority, and the Grand Rapids, Frey, and Steelcase Foundation Presidents.

No cost or funding is required.

Mr. Mast moved to recommend to the Board of Commissioners to adopt a resolution of support for the Grand Rapids/Kent County Convention & Visitors Bureau's National Awareness Campaign.

Supported by Mr. Hiddema.

Mr. Mayhue said he thought Wondergem was already retained by the County so why would the County have to re-contract with them for this particular service.

Mr. Delabbio explained the CVB is actually contracting with Wondergem and the County would be supporting the program as proposed by the CVB.

Mrs. Barbara Kravitz, Director of Communications for the CVB, added that the CVB does have a contract with Wondergem as their PR firm for local issues. This program is targeted to establish an identity for the Grand Rapids area.

Mr. Mayhue asked why it is necessary to enter into a second contract with Wondergem when there already is an existing contract with them.

Mrs. Kravitz explained that Wondergem specializes in public relations at a local level and the other firm they have contracted with has many contacts outside of the area.

Mrs. Buege clarified that the contract the County has with Wondergem is separate from that of the CVB.

Mr. Sak asked what percentage or approximate dollars would be focused on convention business versus tourism as they are intertwined.

Mrs. Kravitz stated that information is not known however both are important in terms of promoting convention and drawing people to the area.

Mr. Sak commented that by allocating funds for marketing and pre-opening activities for the new convention center, it is critical that the County supports this program. Also, he would like to see a copy of the overall plan if it is available.

Mrs. Kravitz stated a press conference is being held on March 7 from 1:00 to 2:00 at Grand Valley State University's Downtown Campus to present the plan.

Motion carried.

V. BOARD OF COMMISSIONERS - 2002 LEGISLATIVE PLAN

Mrs. Buege presented the 2002 Legislative Plan. Lobbyist David Haynes will be monitoring the items listed below and will keep the Board apprised throughout the year should there be any activity on these issues that would require action by the Committee.

MONITOR	CURRENT ISSUES	LONG-TERM
<ul style="list-style-type: none"> • Unfunded Mandates • Park funding • Millennium Park funding • Solid Waste bonds • Election Law Reform • Affordable Housing • Road Commissioner Terms • Court Reform 	<ul style="list-style-type: none"> • Review State budget allocations to Depts. • Hotel/Motel tax • Millennium Park - oil wells • Drain Code • Remonumentation • Minority health care • Indigent care • PDR/TDR • CMH Authority investment in County Investment Pool 	<ul style="list-style-type: none"> • Review counties having greater than 600,000 population require 25 commissioners • Term Limits/Commissioner Terms

Mr. Mayhue asked why remonumentation is listed as a current issue.

Mr. Vanderberg stated that although the 20 year remonumentation program was completed, it will start over again in some cases to review monuments that were done 20 years ago. In addition, counties all over the State are under a mandate to complete the work by 2028, plus there are legislative issues being discussed on the reimbursements for the maintenance program.

Mr. Sak asked if the department directors have been contacted to see what issues would be relevant to them that could be added to the Legislative Plan.

Mrs. Buege stated that the department directors meet with David Haynes on a monthly basis and are kept apprised of issues that are relevant to them.

Mr. Sak asked who determines what and where issues are placed under which categories, particularly the legislation that deals with counties having greater than 600,000 population require 25 commissioners.

Mr. Delabbio stated the 2001/02 Legislative Plan was developed after various commissioners met with staff and lobbyist David Haynes at the beginning of last year. The legislation dealing with counties having greater than 600,000 population requiring 25 commissioners was placed in the long-term category at that time. However, the Board of Commissioners would have to make a formal resolution supporting or opposing any piece of legislation.

Mrs. Buege added some of the items could be added as the Chair's prerogative to set an agenda for a particular item; and should there be movement on any of the items, the Committee could also develop a statement of principals to set certain guidelines on a particular item.

Mr. Kuipers inquired about the Millennium Park – oil wells legislation.

Mr. Vanderberg explained the land being purchased for Millennium Park is environmentally challenging in that it has quite a few active oil wells. This legislation would exempt the County from liability that may result from oil leaks or spills that might be on some of the property that is acquired by the County for Millennium Park.

Mr. Kuipers suggested adding term limits for county commission terms as a long-term item since there has been discussion about possibly applying term limits for county commissioners.

Mr. Horton stated that in addition to David Haynes watching this legislation, the Michigan Association of Counties would likely keep the Board apprised of any movement on it as well.

Mr. Mayhue inquired about indigent care and emphasized the importance of the spend down situation within the community and how badly it is effecting those already in need.

Mrs. Buege commented that the Michigan Association of CMH Boards is monitoring this legislation, but would alert David Haynes to keep the Board apprised of it also.

VI. MISCELLANEOUS

Mrs. Buege wished Debbie Kauffman well in her new position and commented she will be missed.

Start Time

Mr. Hiddema commented that it would be more accommodating to begin the committee meetings at 8:30 a.m.

Mrs. Buege explained that performance measurements is generally scheduled from 7:45 a.m. to 8:30 a.m. to accommodate those who do not want to sit through a department's performance measurements.

Animal Control

Mr. Sak commented that there are growing concerns within the community regarding animal control and recommended creating a task force to address the following issues: the lack of staffing at the animal shelter, the level of services that are not meeting the needs of the community, the importance of education and prevention, and protecting the health and well-being of the community.

Mrs. Buege commented that information regarding Animal Control has been assigned to staff for review and consideration.

Mr. Mayhue added that people would like to see a proactive approach versus reaction to the situation.

VII. ADJOURNMENT

There being no further business for discussion, Chair Buege adjourned the meeting at 9:02 a.m.

ADMINISTRATIVE APPROVAL FOR DISTRIBUTION _____

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