



CITY OF BURTON

BURTON PLANNING COMMISSION MEETING

NOVEMBER 12, 2019

AGENDA

Council Chambers

Regular Meeting

5:00 PM

**4303 S. CENTER ROAD
BURTON, MI 48519**

A. PLEDGE OF ALLEGIANCE

B. ROLL CALL

C. STAFF PRESENT

D. APPROVAL OF MINUTES

1. Planning Commission - Regular Meeting - Sep 10, 2019 5:00 PM
2. Planning Commission - Regular Meeting - Oct 8, 2019 5:00 PM

E. SITE PLAN REVIEW

F. ADMINISTRATIVE SITE PLAN REVIEW

G. AUDIENCE PARTICIPATION

Now is the time set-aside for members of the audience to address the Burton Planning Commission. I would ask each individual to give their name and address for the record and to limit their comments to three (3) minutes and to speak on the topics germane to City business.

H. BOARD DISCUSSION

The next regular scheduled Planning Meeting will be held on September 10, 2019 @ 5:00 PM.

Agendas and minutes may be found at www.burtonmi.gov



CITY OF BURTON
BURTON PLANNING COMMISSION MEETING
SEPTEMBER 10, 2019
MINUTES

Council Chambers

Regular Meeting

5:00 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chairperson Deb Walton at 5:00 PM.

A. PLEDGE OF ALLEGIANCE

B. ROLL CALL

Attendee Name	Title	Status	Arrived
Paula Zelenko	Mayor	Present	
Vaughn Smith	Councilman	Present	
Kevin Burge	Vice Chair	Present	
Mary Ann White	Commissioner	Present	
Tom Gorang	Commissioner	Present	
Deb Walton	Chairperson	Present	
John Benthall	Commissioner	Excused	
Kris Johns	Commissioner	Present	
Robert Johnson	Commissioner	Present	

C. STAFF PRESENT

Paula Zelenko, Mayor
 Rik Hayman, Chief of Staff
 Amber Abbey, Superintendent of Planning/Zoning
 Racheal Boggs, Deputy Clerk

D. APPROVAL OF MINUTES

Mr. Burge expressed concern about the way the minutes are uploaded into the agenda packet; the roll call section is being cut off.

Also, the August 13th minutes have an error that will need to be amended.

Ms. White stated this has been going on for several months and would like them corrected before they are approved.

Mayor Zelenko asked if this is a printer setting issue or an IQM2 issue?

Mrs. Abbey stated it has been going on for awhile and they seemed to have fixed it but it is back to doing it again.

Ms. Boggs stated, I print mine from IQM2 and it always prints fine. I never know there is a problem until I come to the meeting and see the board's packets. It must be the email version that is causing the problem.

1. Planning Commission - Regular Meeting - Jul 9, 2019 5:00 PM

RESULT:	ACCEPTED [6 TO 2]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Kevin Burge, Vice Chair
AYES:	Zelenko, Smith, Burge, Walton, Johns, Johnson
NAYS:	White, Gorang
EXCUSED:	Benthall

2. Planning Commission - Regular Meeting - Aug 13, 2019 5:00 PM

Minutes were approved with the following amendment: Remove Deb Walton as the second mover from June 11, 2019 meeting minutes approval.

RESULT:	ACCEPTED AS AMENDED [6 TO 2]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Kevin Burge, Vice Chair
AYES:	Zelenko, Smith, Burge, Walton, Johns, Johnson
NAYS:	White, Gorang
EXCUSED:	Benthall

E. PRESENTATION

1. Retail Recruitment Proposal

By:

Re:

For:

Mayor Zelenko stated she will defer to Mr. Hayman because he brought this idea back from a National League of Cities meeting. She feels this really fits with the marketing of our City Master Plan.

Mr. Hayman stated he was introduced to the Retail Coach Company during a small cities committee meeting. Marketing was a big part of your Master Plan; to market the city and make the plan a living document. This company does that but also takes it to a new level. He introduced Austin Farmer of the Retail Coach Company to give a presentation.

Austin Farmer of The Retail Coach Company presented a Comprehensive Retail Recruitment Plan. The presentation included the following information:

Company background:

- 17 years of experience- consultants not brokers
- 4 million square feet of new retail space recruited to client communities in the past five years
- \$600 million additional sales tax dollars generated in client communities in the past five years
- Have helped over 450 communities throughout the US with retail recruitment

- Retailers we have recruited include Chipotle, Hobby Lobby, Home Goods, Panda Express, Target, Chili's, Kroger and Dunkin Donuts and more.

How to bring retailers to the community by:

- Analyzing the market
- Determining retail opportunities
- Identifying development and redevelopment opportunities
- Identifying retailers and developers for recruitment
- Marketing and branding
- Recruiting retailers and developers
- Retail recruitment coaching

Project Expectations:

- Project timeline
- Client testimonials
- Pricing information
- Coaching and ongoing support

Mr. Hayman stated most companies that do this require at least a three year contract. The Retail Coach only does a one year contract. It is a minimum investment for the city. If in one year, we bring in one new business, this has paid for itself. After one year, council can make a decision to continue or not.

Mr. Farmer stated we only do one year at a time so we can earn your trust and it gives us an incentive to continue to work hard and perform well for the city.

Mr. Burge asked if the company does anything with grants.

Mr. Farmer stated they don't do them exclusively but we can help with them.

Mr. Burge asked about trade shows.

Mr. Farmer stated we set up meetings for you at trade shows to try to bring them to Burton.

Mr. Burge asked when the city will be informed that you found a retailer with interest in the city.

Mr. Farmer stated as soon as we establish interest, we bring the city in. We also provide monthly updates.

Mr. Hayman asked Mr. Farmer to discuss the curb appeal analysis.

Mr. Farmer stated when we come into a community, we drive around and get familiar with it. At that time, we know what you're looking for and we put together a SWOT analysis. This includes the curb appeal of this city so-to speak. We think about it from the perspective of a retailer so we can give you some action items that align with you Master Plan.

Mr. Gorang asked if we were to move forward, what is the fee?

Mr. Farmer stated it is a flat rate of \$40,000 for the year.

Mr. Johns asked what cities you have worked with that are similar to ours from an industrial stand point.

Mr. Farmer stated he can get some examples of regional work that may line up closely with the City of Burton.

Mr. Johns asked with the decreases in revenue sharing at the state level, and because we are limited in the ways we can capture dollars, in regards to this proposal, what percentage of revenue share are we getting back after the money goes to the State of Michigan. In other words, how much money do we need to generate?

Mr. Hayman stated he doesn't have that information right now but can try to work out the numbers and get them to you. We do know as with the GM property, that when we grow the city, we grow revenue. Don't forget there are two kinds of revenue sharing; constitutional and statutory.

Mr. Burge asked how often The Retail Coach will be in contact with the city.

Mr. Farmer stated we typically speak with someone every couple of weeks via text, email and phone. We stay up to date with what is going on in the community.

Mr. Smith stated he has done business with regional and national retailers in the past and they are analytical. They will not buy from you just because you're a great guy. The way we did it is first get through the gatekeeper to the decision maker and make a presentation. In the world I came from, it took talented people to go in and talk to them in a vocabulary they will understand. You better know your stuff. What I am struggling with is I don't see the talent in our municipality. Developing this type of talent takes a long time. Mayor, who do you have that can do this?

Mr. Farmer stated our real value is that we have existing relationships with retailers to be able to get through the gatekeeper and go directly to the decision maker. We are an extension of your staff. We do what we are good at until it is time to hand it over to your staff to do what they are good at. We coach as well but we do the majority of the marketing work before we hand it off.

Mr. Smith stated logistically, the Mayor is great but there's another side to this. You need to sell. Not everyone can do that.

Mayor Zelenko stated this is exactly why we want to bring someone in who knows how to sell the city.

Mr. Hayman stated one thing we really recognized in the GM contract is we don't have a sales professionals or recruiters. That is what this company does. Even if we hired someone for this, one person cannot do anything close to what the Retail Coach is able to do. They are experts at bringing folks in.

Mr. Farmer stated we are an objective outsider for retailers. We speak their language.

Mr. Hayman stated there isn't a City Manager, Mayor or Planning Official in any municipality that can do what you're addressing. Maybe in a major metropolitan area but not around here. This is a bargain at \$40,000.

Mr. Burge stated nobody likes secrets. Do you keep things under wraps until a deal is final?

Mr. Farmer stated we keep things confidential until the retailer wants to announce they are coming to a community. We let them put it out publicly.

Mrs. Walton asked for a general consensus from the board. Do we want to send this to City Council?

Mr. Hayman stated it would be helpful if the board gave their opinion either way. In order to move this forward, we need to have buy-in.

Mayor Zelenko stated we don't have a marketing department and we recognize the need for one in order to do the outreach we need to do. We are a welcoming community and we are looking to grow but we need some help. I think this fits within the goals of our Master Plan and it is a great opportunity for us. We wanted to bring it to the Planning Commission to see if you feel the same way.

Board discussion on the proposal from The Retail Coach and whether or not to send it to City Council.

Ms. White stated the price is reasonable and the one year agreement is very doable and we should send this to council.

Mr. Johnson stated he agrees with the Mayor. This fits into what we were looking for with our Master Plan. We can't do this alone. I think we should send this to the council for consideration.

Mr. Smith stated we need this. You have to have a process to deal with attrition. Are you able to go into a big national company, Kroger for example, to accompany our staff for at least the first two visits? These people are high-power sharks. Even after you get the agreement, they're going to come back at you for deals. You need sharp people to do this.

Mr. Farmer stated we do this all the time. We are prepared for it.

Mr. Smith stated you pretty much close the deal and then the city follows through with the logistics. Sometimes, you'll think you have the emotional buy-in and that you've closed the deal. They will use this against you. So, I want to make sure we have someone there that will role play these scenarios with our staff beforehand so the city doesn't get hit from left field.

Mayor Zelenko stated this happened with GM. They claimed there was air fuel

contamination on the site and we overcame that.

Mr. Farmer stated the officials in this city have some experience and will not require as much coaching as we have with other clients.

Mr. Hayman stated that's why it's great to have a third party that is not emotionally invested and an expert.

Mr. Smith stated the city has had one experience with this and I have seen this multiple times.

Mr. Farmer stated another benefit of having an objective outsider is we see things that maybe the city doesn't see or that are sensitive to talk about.

Mr. Burge asked if the Retail Coach has worked with a community for two or three years and been unsuccessful at bringing anyone in?

Mr. Farmer stated we usually don't get to those years if we aren't bringing anyone in. Even in our toughest communities, we make changes to our plan and expand on it if it isn't working in the first year.

Mr. Smith asked, how will you report progress to the municipality?

Mr. Farmer stated we keep spreadsheets of initial contact, responses and feedback and will report that monthly.

Mr. Smith stated making a sale takes time. You don't make a sale on first contact, it takes months. Not everybody understands this but I understand because it's what I used to do. How do you get the decision makers of the municipality to understand that?

Mr. Farmer stated we use full transparency. We will let those who need to be involved know what we are hearing back from the retailers; what they like and what they don't like. After a year, if this isn't working, we will give you the contacts we have established and everything you need to be successful.

Mr. Hayman asked what models do you use to include people within the city such as our various boards, regarding pertinent information while still protecting the confidentiality of prospective retailers?

Mr. Farmer stated we usually have one point of contact and let that person pass the information on as necessary. We also do council updates throughout the process either in public sessions or workshops.

Mrs. Walton stated this is the process we used for developing the Master Plan and it kept us informed. We worked really hard on the Master Plan and we wanted marketing from day one. This is a good step for us.

2. Motion to recommend the following presentation to City Council: The Retail Coach Retail Recruitment Proposal.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Kris Johns, Commissioner
AYES:	Zelenko, Smith, Burge, White, Gorang, Walton, Johns, Johnson
EXCUSED:	Benthall

F. AUDIENCE PARTICIPATION

Tina Conley recognized the Planning Commission Members and thanked them for their hard work.

G. BOARD DISCUSSION

Mrs. Walton stated she will not be in attendance at the next couple of Zoning Board Meetings. Mr. Burge will take her place.

The next regular scheduled Planning Meeting will be held on October 8, 2019 @ 5:00 PM.

Agendas and minutes may be found at www.burtonmi.gov

Meeting was adjourned at 6:30 PM.

Minutes Acceptance: Minutes of Sep 10, 2019 5:00 PM (Approval of Minutes)



CITY OF BURTON

BURTON PLANNING COMMISSION MEETING

OCTOBER 8, 2019

MINUTES

Council Chambers**Regular Meeting****5:00 PM**

**4303 S. CENTER ROAD
BURTON, MI 48519**

This meeting was opened by Chairperson Deb Walton at 5:00 PM.

A. PLEDGE OF ALLEGIANCE**B. ROLL CALL**

Attendee Name	Title	Status	Arrived
Paula Zelenko	Mayor	Excused	
Vaughn Smith	Councilman	Present	
Kevin Burge	Vice Chair	Present	
Mary Ann White	Commissioner	Present	
Tom Gorang	Commissioner	Present	
Deb Walton	Chairperson	Present	
John Benthall	Commissioner	Present	
Kris Johns	Commissioner	Present	
Robert Johnson	Commissioner	Present	

C. STAFF PRESENT

Amber Abbey, Planning/Zoning Superintendent
Racheal Boggs, Deputy Clerk

D. APPROVAL OF MINUTES

None

E. SITE PLAN REVIEW

1. SPR #19-41

By: Mid-State Bolt & Screw
4126 Somers Dr.
Burton, MI 48529

Re: 4186 Somers Dr. Burton, MI 48529
59-31-529-005 / M-1 Light Industrial

For: Construction of a New Warehouse

Rudy Quaderer with Griggs Quaderer of Grand Blanc stated he is the Site Engineer for this project. Also present is the architect, construction manager and the owner. Mid-State Bolt is looking to build a 30,000 square foot warehouse facility with associated parking to be built just south of their facility. The site is currently vacant

Minutes Acceptance: Minutes of Oct 8, 2019 5:00 PM (Approval of Minutes)

and is about 2.5 acres in size. We are here to answer any questions you may have about the project.

There were no public comments either for or against this project.

Mrs. Abbey stated this is an industrial park. Mid State Bolt has been there for many years and it's great that they need to expand and are planning to stay in Burton. The facility meets all of our requirements and we recommend approval.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Robert Johnson, Commissioner
SECONDER:	Vaughn Smith, Councilman
AYES:	Smith, Burge, White, Gorang, Walton, Benthall, Johns, Johnson
EXCUSED:	Zelenko

F. ADMINISTRATIVE SITE PLAN REVIEW

1. SPR #19-32

By: Jason Brewer
3162 Hemphill Rd.
Burton, MI 48529

Re: 3162 Hemphill Rd. Burton, MI 48529

For: Welding

Mrs. Walton asked if this is separate buildings.

Mrs. Abbey stated this is two separate parcels. In lieu of combining the parcels, he just submitted two.

2. SPR #19-33

By: Jason Brewer
3162 E. Hemphill Rd.
Burton, MI 48529

Re: 3140 E. Hemphill Rd. Burton, MI 48529

For: Welding

3. SPR #19-34

By: Kathy Jackson
11715 Park Dr.
Lennon, MI 48449

Re: 4470 S. Saginaw St. Ste A Burton, MI 48529

For: Embroidery printing and retail sales

4. SPR #19-35

By: Mike Joubran
5466 N. Genesee Rd.
Flint, MI 48506

Re: 3440 E. Bristol Rd. Burton, MI 48529

For: Change of Ownership – Self Storage

5. SPR #19-36

By: Tom Hendrickson
4470 S. Saginaw St.
Burton, MI 48529

Re: 4470 S. Saginaw St. Burton, MI 48529

For: Expand parking lot

6. SPR #19-37

By: Amy Sego
31 Oak Lane
Flint, MI 48506

Re: 1145 N. Belsay Rd. Burton, MI 48509

For: Retail

7. SPR #19-38

By: Lashonda Perkins
7041 Misty Moon
Grand Blanc, MI 48439

Re: 4449 S. Saginaw St. Burton, MI 48529

For: Resale Shop

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8. SPR #19-39

By: Tres Simi
177 Holston Dr.
Lancaster, CA 93535

Re: 1245 S. Center Rd. Burton, MI 48509

For: Flex High School of Michigan

9. SPR #19-40

By: Mechanical Specialties, Inc.
P.O. Box 268
Davison, MI 48423

Re: 5515 Davison Rd. #13 Burton, MI 48509

For: Office Space

G. AUDIENCE PARTICIPATION

None.

H. BOARD DISCUSSION

Mr. Smith stated the City Council approved The Retail Coach for a one year contract to help market the city. It will come out of the general fund in the amount of approximately \$43,500. This is part of our Master Plan. Thank you to the Planning Members and administration for making this happen. We have to find additional revenue and this is a good start.

Mrs. Walton would like to know if the Planning Commission will be updated on the progress.

Mrs. Abbey stated she will keep them informed as much as she can. It is important to keep in mind that the name of the business isn't important. It is the use and the site plan that the Planning Commission should be concerned with.

Board discussion on The Retail Coach and their plan for marketing the city.

Mrs. Abbey asked the Planning Commission to think about training topics, time frames and dates they would like to see for winter training.

Mrs. Walton stated she would like to see the media covered in a class. More specifically, what we should and should not say on social media.

Mr. Smith stated Matt Bach of the MML will be coming in to do a training class on social media for the city and I am sure the Planning Commission can attend. He would also like the administration to identify other aspects of the Master Plan that we should be working on next year and how we can be helpful to the marketing company.

Mrs. Abbey would like to go into more detail regarding what is appropriate during site visits or during conversations with the public and potential applicants.

Mrs. Walton asked for an update on recreational marijuana.

Mrs. Abbey stated it will become effective on November 1, 2019.

Mrs. Walton asked if that is why they blocked in all the windows and doors at the building on Bristol Road.

Mrs. Abbey stated that property does have a license but they are not open yet.

Mr. Johns would like the Planning Commission to get together for a Christmas Dinner after our December meeting.

Mr. Burge stated the Trick or Treat Trail is October 26th at Bentley High School. They are looking for sponsors for \$25.00. Also, this Thursday, October 11, 2019, Burton Kiwanis, Bendle, Bentley and Atherton and Our Risen Lord Lutheran Church are giving away 10,000 lbs of food. The first car will be loaded at 9AM. We always have so much food left over. We need people to come and get the food. There is no registration. We only ask how big your family is. This is for anyone in the community.

Discussion ensued on getting the word out about the food giveaway.

Ms. Boggs will make a flier for the food giveaway to hang and give away at City Hall.

Mr. Smith stated Saturday at 7:00 AM is Burton Project Heats on. It's our 11th year. We have more than 40 sponsors. You are all invited. It is free to apply and the deadline to apply is this Friday. We will be doing between 47-50 homes.

The next regular scheduled Planning Meeting will be held on November 12, 2019 @ 5:00 PM.

Agendas and minutes may be found at www.burtonmi.gov

Meeting was adjourned at 5:45 PM.

Minutes Acceptance: Minutes of Oct 8, 2019 5:00 PM (Approval of Minutes)