



301 East Main Street  
Lowell, Michigan 49331  
Phone (616) 897-8457  
Fax (616) 897-4085

CITY OF LOWELL  
CITY COUNCIL AGENDA  
**TUESDAY, JANUARY 16, 2018, 7:00 P.M.**

1. CALL TO ORDER; PLEDGE OF ALLEGIANCE; ROLL CALL

2. CONSENT AGENDA

- Approval of the Agenda.
- Approve and place on file the regular minutes of the January 2, 2018 City Council meeting.
- Grand Rapids Community College – Collection of Summer Property Taxes for 2018.
- Authorize payment of invoices in the amount of \$464,734.69

3. CITIZEN COMMENTS FOR ITEMS NOT ON THE AGENDA

IF YOU WISH TO ADDRESS AN AGENDA ITEM, PUBLIC COMMENT FOR EACH ITEM WILL OCCUR AFTER THE INITIAL INFORMATION IS SHARED ON THE MATTER AND INITIAL DELIBERATIONS BY THE PUBLIC BODY. PUBLIC COMMENT WILL OCCUR BEFORE A VOTE ON THE AGENDA ITEM OCCURS.

4. OLD BUSINESS

- a. LARA Phase 2 Trail
- b. Broadway and SAW Grant Update
- c. Chamber Marketing Survey
- d. Sidewalks Replacement and LCTV Grant
- e. Medical Marihuana Public Hearing

5. NEW BUSINESS

- a. Resolution 02-18 and Meter Reader Independent Contractor Agreement
- b. Resolutions 03-18 and 04-18 – MERS
- d. Striking Taxes
- e. Ordinances 18-01 and 18-02 - Zoning Ordinance Text Amendments
- g. Website Redevelopment

6. BOARD/COMMISSION REPORTS

7. MONTHLY REPORTS

8. MANAGER'S REPORT

9. APPOINTMENTS

10. COUNCIL COMMENTS

11. ADJOURNMENT

NOTE: Any person who wishes to speak on an item included on the printed meeting agenda may do so. Speakers will be recognized by the Chair, at which time they will be allowed five (5) minutes maximum to address the Council. A speaker representing a subdivision association or group will be allowed ten (10) minutes to address the Council.



301 East Main Street  
Lowell, Michigan 49331  
Phone (616) 897-8457  
Fax (616) 897-4085  
[www.ci.lowell.mi.us](http://www.ci.lowell.mi.us)

## MEMORANDUM

TO: Lowell City Council

FROM: Michael Burns, City Manager

RE: Council Agenda for Tuesday, January 16, 2018

1. CALL TO ORDER; PLEDGE OF ALLEGIANCE; ROLL CALL
2. CONSENT AGENDA

- Approval of the Agenda.
- Approve and place on file the regular minutes of the January 2, 2018 City Council meeting.
- Grand Rapids Community College – Collection of Summer Property Taxes for 2018.
- Authorize payment of invoices in the amount of \$464,734.69.

3. CITIZEN DISCUSSION FOR ITEMS NOT ON THE AGENDA

IF YOU WISH TO ADDRESS AN AGENDA ITEM, PUBLIC COMMENT FOR EACH ITEM WILL OCCUR AFTER THE INITIAL INFORMATION IS SHARED ON THE MATTER AND INITIAL DELIBERATIONS BY THE PUBLIC BODY. PUBLIC COMMENT WILL OCCUR BEFORE A VOTE ON THE AGENDA ITEM OCCURS.

4. OLD BUSINESS

- a. LARA Phase 2 Trail. Memo is provided from City Manager Michael Burns.

Recommended Motion: That the City Council approve the recommendations being made by the Lowell Area Recreation Authority pertaining to the Phase 2 Trail. I also recommend the Lowell City Council direct me to work with LARA in applying for the DNR Trust Fund Grant for the community trail project.

- b. Broadway and SAW Update. Memo is provided from City Manager Michael Burns.

Recommended Motion: No action needs to be taken.

- c. Chamber Marketing Survey. Memo is provided from City Manager Michael Burns.

Recommended Motion: No action needs to be taken.

- d. Sidewalk Replacement and LCTV Grant. Memo is provided from DPW Director Rich LaBombard.

Recommended Motion: That the City Council allow the 2016 LCTV Sidewalk Replacement Program Grant in the amount of \$27,600 be utilized exclusively to improve ADA accessibility and improve sidewalks on publicly owned property.

- e. Medical Marihuana Public Hearing. Memo is provided by City Manager Michael Burns.

Recommended Motion: No recommendation will be made on the matter

5. NEW BUSINESS

- a. Resolution 02-18 and Meter Reader Independent Contractor Agreement. Memo is provided by DPW Director Rich LaBombard.

Recommended Motion: That the City Council adopt Resolution 02-18 and authorize the Mayor and City Clerk to execute the approved Agreement for and on behalf of the City.

- b. Resolutions 03-18 and 04-18 – MERS. Memo is provided from City Manager Michael Burns.

Recommended Motion: That the City Council approve Resolution 03-18 and Resolution 04-18 to direct MERS to modify our pension plans as presented.

- c. Striking Taxes. Memo is provided from City Treasurer Suzanne Olin.

Recommended Motion: That the City Council approve striking the 2012 personal property taxes from the roll.

- d. Ordinance 18-01 and 18-02 – Zoning Ordinance Text Amendments. Memo is provided from Williams and Works Planner Andy Moore.

Recommended Motion: That the City Council approve Ordinances 18-01 and 18-02.

- e. Website Redevelopment. Memo is provided by City Manager Michael Burns.

Recommended Motion: That the Lowell City Council select Revise for the redevelopment of the City Website at a cost not to exceed \$9,700 and after an annual hosting fee of \$1,800 during 2019, 2020 and 2021.

6. BOARD/COMMISSION REPORTS

7. MONTHLY REPORTS

8. MANAGER'S REPORT

9. APPOINTMENTS

10. COUNCIL COMMENTS

11. ADJOURNMENT

**PROCEEDINGS  
OF  
CITY COUNCIL  
OF THE  
CITY OF LOWELL  
MONDAY, JANUARY 2, 2017, 7:00 P.M.**

1. **CALL TO ORDER; PLEDGE OF ALLEGIANCE; ROLL CALL.**

The Meeting was called to order at 7:00 p.m. by Councilmember Mike DeVore and City Clerk Susan Ullery called roll.

Present: Councilmembers Greg Canfield, Marty Chambers, Mike DeVore, Jeff Phillips, and Jim Salzwedel.

Also Present: City Manager Mike Burns, City Clerk Susan Ullery, and Police Chief Steve Bukala.

2. **ELECTION OF OFFICERS AND ORGANIZATION.**

a. **Mayor**

IT WAS MOVED BY PHILLIPS and seconded by CANFIELD to nominated Mike DeVore as Mayor.

Nominations were closed.

IT WAS MOVED BY CANFIELD and seconded by SALZWEDEL to elect Mike DeVore as Mayor.

YES: Councilmember Canfield, Councilmember DeVore, Councilmember Salzwedel, Councilmember Phillips, and Councilmember Chambers.

NO: None. ABSENT: None. MOTION CARRIED.

At this time, the meeting was turned over to Mayor DeVore.

b. **Mayor Pro Tem.**

IT WAS MOVED BY CHAMBERS and seconded by DEVORE to nominate Greg Canfield as Mayor Pro Tem.

Nominations were closed.

YES: Mayor DeVore, Councilmember Salzwedel, Councilmember Phillips, Councilmember Chambers, and Councilmember Canfield.

NO: None. ABSENT: None. MOTION CARRIED.

c. **Review and Adoption of the Council Rules of Procedure.**

IT WAS MOVED BY CANFIELD and seconded by CHAMBERS to approve the Council Rules of Procedure as presented.

YES: Councilmember Salzwedel, Councilmember Phillips, Councilmember Chambers, Councilmember Canfield, and Mayor DeVore.

NO: None. ABSENT: None. MOTION CARRIED.

3. **APPROVAL OF THE CONSENT AGENDA.**

- Approval of the Agenda.
- Approve and place on file the regular minutes of the December 4, 2017 City Council meeting.
- Authorize payment of invoices in the amount of \$261,685.21.

IT WAS MOVED BY PHILLIPS and seconded by CHAMBERS to approve the consent agenda as written.

YES: Councilmember Phillips, Councilmember Chambers, Councilmember Canfield, Mayor DeVore, and Councilmember Salzwedel.

NO: None. ABSENT: None. MOTION CARRIED.

4. **CITIZEN COMMENTS FOR ITEMS NOT ON THE AGENDA.**

There were no comments.

5. **OLD BUSINESS.**

There was no old business.

6. **NEW BUSINESS.**

a. **Annual Authorization of Signatures for City Bank Accounts and Designation of Depository Banks.**

Recommendation is for the City Council to approve the annual authorization of signatures for City Bank Accounts and designation of depository banks as proposed.

IT WAS MOVED BY SALZWEDEL and seconded by CHAMBERS to approve the Annual Authorization of Signatures for City Bank Accounts and Designation of Depository Banks.

YES: Councilmember Chambers, Councilmember Canfield, Mayor DeVore, Councilmember Salzwedel, and Councilmember Phillips.

NO: None. ABSENT: None. MOTION CARRIED

b. **Professional Services Agreement.**

It was requested that the City Council look at all contracts the City currently has to determine if any of them should be re-bid. Many are professional service agreements, which do not comply within the same parameters of our purchase policy. The City does not need to bid out if we are satisfied with the service provided. City Manager Mike Burns provided a spreadsheet of all agreements the City currently has and he is requesting that Council vote on a direction for this task if they wish to bid out services.

Mayor DeVore suggested taking some of the names off where the Council has no choice.

Councilmember Canfield suggested providing dollars spent last year on these contracts and review the top ten.

Councilmember Chambers asked what it would cost for the City to have its own building inspector.

By general consensus, the Council agreed to revise the list of contracts and agreements and return with costs for the top ten to review.

c. Service Credit Purchase for Michael Burns.

City Manager Mike Burns requested to purchase additional service credits from his previous service time towards his defined benefit pension that he is eligible to receive in the City of Lowell. MERS allows for an employee to purchase up to five years' time and can be generically for five years of full time work, transfer from one Act 8 MERS entity towards another and/or military service. Burns is requesting to purchase 3 years and 9 months of generic service credits.

Burns explained this is of no cost to the City as he is paying for this fully by rolling over his defined contribution account into the City pension plan.

IT WAS MOVED BY CHAMBERS and seconded by PHILLIPS to approve the Service Credit Purchase for Michael Burns, which will be signed by Mayor DeVore.

YES: Mayor DeVore, Councilmember Salzwedel, Councilmember Phillips, Councilmember Chambers, and Councilmember Canfield.

NO: None. ABSENT: None. MOTION CARRIED.

d. Resolution 01-18 – Performance Resolution for Governmental Agencies.

The Resolution that MDOT has on file for the city of Lowell is outdated. It was last signed on December 12, 2014. The attached resolution to the City Council for their adoption comes from MDOT. Once adopted and executed, this allows the City to apply for its annual permit, which is needed for road projects, tree plantings, banners, and parades. Due to the retirement of Dan DesJarden, Rich LaBombard's name was added as a liaison along with Sue Olin and Chief Bukala to act on behalf of the City.

IT WAS MOVED BY PHILLIPS and seconded by CHAMBERS to approve Resolution 01-18 as presented.

YES: Councilmember Salzwedel, Councilmember Phillips, Councilmember Chambers, Councilmember Canfield, and Mayor DeVore.

NO: None. ABSENT: None. MOTION CARRIED.

e. Street Asset Management Proposal.

The City requested a proposal for professional services from Williams and Works to complete the City's Street Asset Management Plan. The Street Asset Management Plan will be a tool for assisting the City with making decisions as it related to the operation, maintenance and funding of future street projects. The major components of the plan will include an inventory of the street assets, review of the City's financial plan and a written asset plan.

IT WAS MOVED BY SALZWEDEL and seconded by CHAMBERS to approve Williams and Works proposal to develop the City's Street Asset Management Plan at a cost not to exceed \$19,500.

YES: Councilmember Phillips, Councilmember Chambers, Councilmember Canfield, Mayor DeVore, and Councilmember Salzwedel,

NO: None.

ABSENT:

None.

MOTION CARRIED.

Councilmember Phillips asked Dave Austin of Williams and Works about a bump in the new road on North Monroe Street, which is gradually getting bigger. Austin advised he would look into the situation.

f. Set Public Hearing for January 16<sup>th</sup> regarding Medical Marihuana.

By general consensus, the Council set a Public Hearing for January 16<sup>th</sup> for the discussion of Medical Marihuana.

7. BOARD/COMMISSION REPORTS.

Councilmember Phillips advised he attended the Lowell Cable TV Endowment Fund Board meeting and they reviewed the amounts available for the board, discussed the application process timeline and lessons learned from last year, reviewed grant applications and any necessary revisions, and scheduled future meetings. The deadline for submitting applications is February 9<sup>th</sup> at 5:00 p.m.

Councilmember Salzwedel advised he is currently not on any board or commissions, which is subject to change.

Councilmember Chambers advised he attended the Planning Commission meeting and Mark Batchelor asked to have an addition put on his building on Bowes Road.

Councilmember Canfield advised LARA received a grant from the State in the amount of \$580,000 from the DNR Trust Fund, in addition to the 1.5 million dollars from MDOT and the \$320,000 contribution from Fred Meijer for a total of \$2.4 million. This will go towards completing the trails north of Lowell and to the east to Saranac. The Parks and Recreation Committee met and they are completing their 5-year plan. Hopefully this will be approved at their next meeting and then brought to Council for a public hearing in February. An approved 5-year plan will help get funds and moving forward.

Mayor DeVore advised he attended the Fire Authority meeting and they were presented with a chart detailing all equipment, estimated replacements costs, and estimated time needed to be replaced. Also, the new brush truck arrived and it is getting outfitted with equipment needs. DeVore also mentioned the new procedures for the Fire Authority, noting he will be taking the minutes for the authority as well as a new accountant has been hired. This will relieve Treasurer Sue Olin from having that additional responsibility. DeVore mentioned that the Fire Authority meets again on January 8, 2018 and DDA meets on Thursday, January 4, 2018.

8. MONTHLY REPORTS.

There were no comments.



9. **MANAGER'S REPORT.**

City Manager Burns reported on the following:

- Wished everyone a Happy New Year.
- Test driving the new projector for technological needs. Budgeting for new machine next year.
- Changed to new server for email system and eventually will be going to the Cloud based system through Microsoft.
- Thanked the Public Works employees for removing the significant amount of snowfall during the holidays.
- Thanked the Police Department for their Cold Weather Warrior program. They were able to provide 35 students with winter coats and winter needs.
- Infrastructure information as to where the City is. The televising for the storm drain is completed and within the next couple of weeks, they will gather their data. They are putting their plan in place now for the smoke testing that they will be doing in spring for the storm water.
- The Water Asset Management Plan was recently submitted to the DEQ. Later this summer, there will be more detailed conversations of assessments as to where the City is and can move forward. Hopefully, the City can put together a plan and have it supported by the community and fix the issues we have.
- Committee of the Whole on January 16<sup>th</sup> at 5:30 p.m. to discuss revenue generating options to consider.
- Lew Bender will be here on January 26, 2018 at 5:30 p.m.
- Lowell Township water rates - will meet again in February for discussion.
- Theresa and Mark Mundt retiring – thanked them both for their service to the City. They will both be hard to replace. Also, thanked them for all their dedication outside the City as well.

10. **APPOINTMENTS.**

Mayor DeVore advised there is an opening on the Parks and Recreation Committee and two openings on the Planning Commission.

Mayor DeVore appointed Councilmember Salzwedel to the Lowell Cable TV Endowment Board. By general consensus, the Council agreed.

11. **COUNCIL COMMENTS.**

Councilmember Phillips thanked all employees for their hard work and dedication, but mentioned he had a soft spot for the DPW guys out plowing. He thanked DPW Director Rich LaBombard and the DPW employees. Phillips also thanked City Manager Mike Burns for all his passion and dedication he brought to this community. Phillips also congratulated Mark and Theresa Mundt on their retirement. He wished them well and thanked them for all they do for the community.

Councilmember Salzwedel thanked everyone for what they do.

Councilmember Chambers congratulated Mayor DeVore and Mayor Pro Tem Canfield. Chambers also congratulated Mark and Theresa Mundt on their retirement and advised he would have a part-time job for them if they wanted.

Councilmember Canfield thanked the DPW for all they do keeping the streets and sidewalks clean. Canfield noted he was looking forward to 2018 and thinks it is going to be a good year for Lowell. It is a place everybody wants to be with our schools and development.

Mayor DeVore congratulated Mark and Theresa Mundt and stated he would continue to try to put a stop to it as best he can. DeVore also thanked the DPW employees, police department and the fire department for all they do. DeVore read a letter into record that he received from the Michigan Association of Municipal Clerks Association on behalf of City Clerk Susan Ullery. Ullery has obtained the prestigious certification through the Certified Michigan Municipal Clerks program. DeVore congratulated Ullery for this accomplishment and her well-deserved recognition.

12. **ADJOURNMENT.**

IT WAS MOVED BY SALZWEDEL and seconded by CHAMBERS to adjourn at 7:55 p.m.

YES: 5. NO: NONE. ABSENT: NONE. MOTION CARRIED.

DATE:

APPROVED:

---

Mike DeVore, Mayor

---

Susan Ullery, City Clerk



**LOWELL CITY ADMINISTRATION**  
**INTER OFFICE MEMORANDUM**

**DATE:** January 9, 2018  
**TO:** Michael T. Burns  
**FROM:** Suzanne M. Olin  
**RE:** Grand Rapids Community College –  
Collection of Summer Property Taxes  
for 2018

---

As in previous years, the Grand Rapids Community College has requested that the City collect the 2018 summer property taxes for the district. The City collects the Grand Rapids Community College property taxes at no fee in exchange for retaining earned interest while the monies are deposited in city accounts.

**Recommended Motion:** That the Lowell City Council approve the request from the Grand Rapids Community College to collect the 2018 summer property taxes for the district at no fee in exchange for retaining earned interest while the monies are deposited in city accounts.

## GRAND RAPIDS COMMUNITY COLLEGE

At a regular meeting of the members of the Board of Trustees (the "Board") of Grand Rapids Community College, Michigan (the "College") held at the College on the 18th day of December, 2016.

PRESENT: Bailey, Braune, Stewart, Sanchez, Bruinsma,  
Bristol, + Chairperson Koetje

ABSENT: —

The following preamble and resolution were offered by Trustee Bailey and seconded by Trustee Bruinsma:

### Property Tax RESOLUTION

#### WHEREAS:

1. Section 144 of the Community College Act of 1966, as amended (MCLA 389.144) authorizes the Grand Rapids Community College to levy and collect property taxes "in the same manner and at the same time" as "school district or intermediate school district taxes are being collected by the city or township pursuant to (Part 26 of the School Code of 1976...)".
2. The Grand Rapids Community College has determined that it would be in the best interest of the College to impose a summer property tax levy in the summer of 2018 to collect 100% of the GRCC's property taxes upon the property located within the college district for fiscal year 2018-2019 in the summer of 2018.
3. Part 26 of the School Code of 1976, as amended (MCLA 380.1611, et seq), provides that a school district or intermediate school district may determine by resolution to impose a summer property tax levy of one-half or all of its annual school property taxes.
4. Part 26 of the School Code of 1976, as amended, provides for certain procedural steps to be taken by this Board of Trustees in connection with the imposition of a summer property tax levy and also provides for the manner in which said summer property tax levy shall be collected.

NOW, THEREFORE, be it resolved that:

1. The Board of Trustees of the Grand Rapids Community College, pursuant to the authority conferred by section 144 of the Grand Rapids Community College Act of 1966, as amended, and by Part 26 of the School Code of 1976, as amended, hereby imposes a summer property tax levy of 100% of school property taxes upon property located within the community college district, for 2018.

Resolution declared adopted.

Cynthia Bristol

Cynthia Bristol, Secretary  
Board of Trustees  
Grand Rapids Community College

The undersigned, duly qualified and acting Secretary of the Board of Trustees of the Grand Rapids Community College, hereby certifies that the foregoing constitutes a true and complete copy of a Resolution adopted by the Board at a public meeting held on December 18, 2017, the original of which is part of the Board's minutes. The undersigned further certifies that notice of the meeting was given to the public pursuant to the provisions of the "Open Meetings Act" and in accordance with the requirements of both Section 144 of the Community College Act of 1966, as amended, and Part 26 of the School Code of 1976, as amended.

Cynthia Bristol

Cynthia Bristol, Secretary  
Board of Trustees  
Grand Rapids Community College

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE APPROVAL BY INVOICE REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
PAID

Page: 1/5

Vendor Code	Vendor Name	Description	Amount
	Invoice		
01513	ADDORIO TECHNOLOGIES, LLC		
	7284	CONTRACTUAL	1,528.48
	7285	CONTRACTUAL	3,215.75
TOTAL FOR: ADDORIO TECHNOLOGIES, LLC			4,744.23
10537	ADVANCED HYDROVAC INC		
	9362	CLEAN OUT WATER BOXES	520.00
TOTAL FOR: ADVANCED HYDROVAC INC			520.00
10507	AIS CONSTRUCTION EQUIPMENT		
	H50910	DPW EQUIPMENT	4,594.00
TOTAL FOR: AIS CONSTRUCTION EQUIPMENT			4,594.00
00050	BERNARDS ACE HARDWARE		
	DEC 2017	STATEMENT OF ACCOUNT	487.92
TOTAL FOR: BERNARDS ACE HARDWARE			487.92
10725	BLUE TARP FINANCIAL, INC		
	1618511806	NORTHERN TOOL MAIL ORDERS	1,257.53
TOTAL FOR: BLUE TARP FINANCIAL, INC			1,257.53
00065	BOUWHUIS SUPPLY, INC.		
	57710	DPW TOWELS	101.78
TOTAL FOR: BOUWHUIS SUPPLY, INC.			101.78
10656	CARLETON EQUIPMENT		
	02-317309	EQUIPMENT R & M	325.66
TOTAL FOR: CARLETON EQUIPMENT			325.66
10493	COMCAST CABLE		
	1/6 - 2/5/18	DPW CABLE	33.08
	1/8 - 2/7/18	ACCOUNT STATEMENT	129.85
TOTAL FOR: COMCAST CABLE			162.93
10509	CONSUMERS ENERGY		
	DEC 2017	ACCOUNT STATEMENTS	5,163.84
TOTAL FOR: CONSUMERS ENERGY			5,163.84
REFUND TAX	Corelogic Centralized Refunds		
	01/10/2018	2017 Win Tax Refund 41-20-02-102-010	479.51
	01/10/2018	2017 Win Tax Refund 41-20-03-429-011	294.21
	01/10/2018	2017 Win Tax Refund 41-20-01-178-042	74.66
	01/10/2018	2017 Win Tax Refund 41-20-02-254-009	315.89
TOTAL FOR: Corelogic Centralized Refunds			1,164.27
00139	DEJONG, DON		
	1/10/2018	CLOTHING REIMBURSEMENTS	138.87
TOTAL FOR: DEJONG, DON			138.87

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE APPROVAL BY INVOICE REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
PAID

Page: 2/5

Vendor Code	Vendor Name	Description	Amount
	Invoice		
00148	DICKINSON WRIGHT PLLC		
	1221492	LEGAL SERVICES - 611 W MAIN	964.00
	1221493	LEGAL SERVICES - AIRPORT	148.00
	1221494	LEGAL SERVICES - BIG BOILER	240.50
	1221495	LEGAL SERVCIES - SCHOOL	583.00
	1221496	LEGAL SERVCIES - SHOWBOAT CONSTRUCTION	1,276.50
	1221497	LEGAL SERVCIES - GENERAL	1,868.50
TOTAL FOR: DICKINSON WRIGHT PLLC			5,080.50
02035	DIGITAL OFFICE MACHINES, INC.		
	17722 & 17801	ACCOUNT STATEMENT	135.44
	17787	COPY MACHINE POLICE	22.28
	17801	DPW COPY MACHINE CONTRACT	90.13
TOTAL FOR: DIGITAL OFFICE MACHINES, INC.			247.85
02089	DORNBOS SIGN & SAFETY INC.		
	INV36006	DPW SIGNS	313.24
TOTAL FOR: DORNBOS SIGN & SAFETY INC.			313.24
01889	GARY'S MEAT MARKET		
	1/5/2018	CHRISTMAS HAMS/TURKEYS	1,000.00
TOTAL FOR: GARY'S MEAT MARKET			1,000.00
00225	GRAND RAPIDS COMMUNITY COLLEGE		
	12/16-12/31/2017	TAX DISBURSEMENT	207.50
TOTAL FOR: GRAND RAPIDS COMMUNITY COLLEGE			207.50
00248	HOOPER PRINTING		
	53395	SNOWPLOW DECALS	35.86
TOTAL FOR: HOOPER PRINTING			35.86
10338	I2 INTEGRATION		
	32410	OFFICE EMAIL	270.00
	32435	2018 WEBSITE HOSTING FEES	300.00
TOTAL FOR: I2 INTEGRATION			570.00
10726	J&K CATERING		
	0001	CONSULTING FOR SHOWBOAT PROJECT	845.08
TOTAL FOR: J&K CATERING			845.08
00948	KCCA		
	2018	KC CLERKS MEMBERSHIP - ULLERY & MUNDT	15.00
TOTAL FOR: KCCA			15.00
01970	KCI		
	265455	2018 PERSONAL PROPERTY STMTS	639.57
TOTAL FOR: KCI			639.57
00300	KENT COUNTY TREASURER		
	12/16 - 12/31/17	TAX DISBURSEMENT	59,777.87
TOTAL FOR: KENT COUNTY TREASURER			59,777.87
00303	KENT DISTRICT LIBRARY		
	12/16 - 12/31/17	TAX DISBURSEMENT	52,028.37
TOTAL FOR: KENT DISTRICT LIBRARY			52,028.37

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE APPROVAL BY INVOICE REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
PAID

Page: 3/5

Vendor Code	Vendor Name	Description	Amount
	Invoice		
00302	KENT INTERMEDIATE SCHOOL DIST.		
	12/16 - 12/31/17	TAX DISBURSEMENT	661.35
TOTAL FOR: KENT INTERMEDIATE SCHOOL DIST.			661.35
10658	LAKE EFFECT SNOW REMOVAL		
	105	SNOW REMOVAL - AIRPORT	1,575.00
	115	SNOW REMOVAL AIRPORT	450.00
	139	SNOW REMOVAL AIRPORT	350.00
TOTAL FOR: LAKE EFFECT SNOW REMOVAL			2,375.00
01927	LASER'S RESOURCE		
	253190	COPY MACHING 4250 REPAIRS	330.25
TOTAL FOR: LASER'S RESOURCE			330.25
REFUND TAX	LERETA		
	01/10/2018	2017 Win Tax Refund 41-20-02-437-001	348.04
TOTAL FOR: LERETA			348.04
REFUND TAX	LERETA		
	01/10/2018	2017 Win Tax Refund 41-20-01-178-023	86.04
TOTAL FOR: LERETA			86.04
01374	LOWELL AREA HISTORICAL MUSEUM		
	12/16 - 12/31/201	TAX DISBURSEMENT	28.24
TOTAL FOR: LOWELL AREA HISTORICAL MUSEUM			28.24
00562	LOWELL AREA SCHOOLS		
	12/16 - 12/31/17	TAX DISBURSEMENT	282,969.13
TOTAL FOR: LOWELL AREA SCHOOLS			282,969.13
00330	LOWELL LEDGER		
	DEC 2017	ACCOUNT STATEMENT	537.96
TOTAL FOR: LOWELL LEDGER			537.96
00341	LOWELL LIGHT & POWER		
	12/30/2017	ELECTRIC BILLS	19,567.14
	3064	STREET LIGHTS & IP CONSULTING CHARGES	2,104.61
	3065	MONTHLY ACCESS POINT CHARGES	990.98
TOTAL FOR: LOWELL LIGHT & POWER			22,662.73
10692	MCGREGOR, CAROL A.		
	12/27/17	DRAFTING FOR NEW SHOWBOAT & RIVERWALK	1,075.00
TOTAL FOR: MCGREGOR, CAROL A.			1,075.00
10727	MI ASSOC OF AIRPORT EXECUTIVES		
	12/2017	2018 MAAE MEMBER DUE- LOWELL CITY AIRPORT	200.00
TOTAL FOR: MI ASSOC OF AIRPORT EXECUTIVES			200.00
10083	MICHIGAN CAT		
	SD199230	WATER DEPT SERVICE CALL	472.14
	SD8083802	PREVENTIVE MAINTENANCE	385.00
TOTAL FOR: MICHIGAN CAT			857.14



01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE APPROVAL BY INVOICE REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
PAID

Page: 4/5

Vendor Code	Vendor Name	Description	Amount
	Invoice		
00426	MODEL COVERALL SERVICE, INC.		
	DEC 2017	ACCOUNT STATEMENT	319.90
TOTAL FOR: MODEL COVERALL SERVICE, INC.			319.90
01794	MUNDT, THERESA		
	12/23/2017	SAM'S CLUB REIMBURSEMENTS	65.19
TOTAL FOR: MUNDT, THERESA			65.19
10356	NELSON, ERIC		
	12/29/17	AIRPORT SUPPLIES	21.14
TOTAL FOR: NELSON, ERIC			21.14
MISC	POSTHUMUS, THERESA		
	III, LOT 192, 5-8	REPURCHASE OF GRAVE SITES	400.00
TOTAL FOR: POSTHUMUS, THERESA			400.00
02331	PROGRESSIVE HEATING COOLING, CORP.		
	2014501	CITY HALL SERVICE CALL	230.00
TOTAL FOR: PROGRESSIVE HEATING COOLING, CORP.			230.00
10130	RASHID, JEFFREY		
	1/2/18	ASSESSING EXPENSES DEC 2017	76.51
TOTAL FOR: RASHID, JEFFREY			76.51
10133	RED CREEK		
	7CR00407	TRASH SERVICE DEC 2017	344.81
TOTAL FOR: RED CREEK			344.81
REFUND UB	ROZEBOOM, ANDREW		
	01/10/2018	UB refund for account: 6-00489-15	64.97
TOTAL FOR: ROZEBOOM, ANDREW			64.97
00827	RS TECHNICAL SERVICES, INC.		
	20282	WTP R & M	532.56
TOTAL FOR: RS TECHNICAL SERVICES, INC.			532.56
02575	SELF SERVE LUMBER		
	DEC 2017	ACCOUNT STATEMENT	5.79
TOTAL FOR: SELF SERVE LUMBER			5.79
00572	SHOWBOAT AUTOMOTIVE SUPPLY		
	1-1305762	AIR COMPRESSOR SUPPLIES	31.94
TOTAL FOR: SHOWBOAT AUTOMOTIVE SUPPLY			31.94
00573	SHULTS EQUIPMENT INC.		
	0103504-IN	EQUIPMENT R & M	1,457.31
	0103505-IN	CONVEYOR CHAIN	942.00
TOTAL FOR: SHULTS EQUIPMENT INC.			2,399.31
10700	SMITH, DOUGLAS J		
	25435	HDC GRANT 30% - DOOR REPLACEMENT	391.00
TOTAL FOR: SMITH, DOUGLAS J			391.00

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE APPROVAL BY INVOICE REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
PAID

Page: 5/5

Vendor Code	Vendor Name	Description	Amount
	Invoice		
10341	STATE OF MICHIGAN		
	551-503372	LIVE SCAN DECEMBER 2017	126.00
TOTAL FOR: STATE OF MICHIGAN			126.00
10728	TAYLOR, ALEX		
	1/11/2018	REIMBURSEMENT AIRPORT PAINT	25.00
TOTAL FOR: TAYLOR, ALEX			25.00
10192	TERRA VERDE LANDSCAPING LLC		
	005354	ARBOR BOARD TREES	1,685.00
TOTAL FOR: TERRA VERDE LANDSCAPING LLC			1,685.00
02113	TRACTOR SUPPLY		
	DEC 2017	ACCOUNT STATEMENT	90.94
TOTAL FOR: TRACTOR SUPPLY			90.94
00930	TRUCK & TRAILER SPECIALTIES		
	DSO001658	EQUIPMENT R & M	59.78
TOTAL FOR: TRUCK & TRAILER SPECIALTIES			59.78
02277	VERIZON WIRELESS		
	9798962098	ACCOUNT STATEMENT	40.01
TOTAL FOR: VERIZON WIRELESS			40.01
10626	VISA		
	DEC 2017	VISA STATEMENT	5,591.09
TOTAL FOR: VISA			5,591.09
10040	WEST MICHIGAN TOOL		
	25468	MOTOR REPAIR	256.00
TOTAL FOR: WEST MICHIGAN TOOL			256.00
01967	ZACH'S CLEAN CUT LAWN CARE		
	8026	MOWING/REPAIRS - 717 AMITY	175.00
	8028	MOWING - 227 S DIVISION	150.00
	8029	MOWING - 152 S PLEASANT	100.00
TOTAL FOR: ZACH'S CLEAN CUT LAWN CARE			425.00
TOTAL - ALL VENDORS			464,734.69

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE GL DISTRIBUTION REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
BOTH OPEN AND PAID

Page: 1/6

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 101 GENERAL FUND					
Dept 101 COUNCIL					
101-101-880.000	COMMUNITY PROMOTION	GARY'S MEAT MARKET	CHRISTMAS HAMS/TURKEYS	1,000.00	70635
Total For Dept 101 COUNCI				1,000.00	
Dept 209 ASSESSOR					
101-209-860.000	TRAVEL EXPENSES	RASHID, JEFFREY	ASSESSING EXPENSES DEC 20	76.51	70663
101-209-900.000	PRINTING	KCI	2018 PERSOANL PROPERTY ST	639.57	70641
101-209-900.000	PRINTING	LOWELL LEDGER	ACCOUNT STATEMENT	64.20	70651
Total For Dept 209 ASSESS				780.28	
Dept 210 ATTORNEY					
101-210-801.000	PROFESSIONAL SERVICES	DICKINSON WRIGHT PLLC	LEGAL SERVCIES - GENERAL	1,868.50	70632
101-210-801.000	PROFESSIONAL SERVICES	DICKINSON WRIGHT PLLC	LEGAL SERVICES - BIG BOIL	240.50	70632
101-210-801.000	PROFESSIONAL SERVICES	DICKINSON WRIGHT PLLC	LEGAL SERVICES - 611 W MA	964.00	70632
101-210-801.000	PROFESSIONAL SERVICES	DICKINSON WRIGHT PLLC	LEGAL SERVCIES - SCHOOL	583.00	70632
101-210-801.000	PROFESSIONAL SERVICES	DICKINSON WRIGHT PLLC	LEGAL SERVCIES - SHOWBOAT	1,276.50	70632
Total For Dept 210 ATTORN				4,932.50	
Dept 215 CLERK					
101-215-730.000	POSTAGE	VISA	VISA STATEMENT	2,504.25	70677
101-215-900.000	PRINTING	LOWELL LEDGER	ACCOUNT STATEMENT	473.76	70651
101-215-955.000	MISCELLANEOUS EXPENSE	KCCA	KC CLERKS MEMBERSHIP - UL	15.00	70640
Total For Dept 215 CLERK				2,993.01	
Dept 265 CITY HALL					
101-265-727.000	OFFICE SUPPLIES	HOOPER PRINTING	SNOWPLOW DECALS	35.86	70637
101-265-740.000	OPERATING SUPPLIES	MUNDT, THERESA	SAM'S CLUB REIMBURSEMENTS	48.21	70659
101-265-802.000	CONTRACTUAL	MICHIGAN CAT	PREVENTIVE MAINTENANCE	385.00	70657
101-265-802.000	CONTRACTUAL	RED CREEK	TRASH SERVICE DEC 2017	60.93	70664
101-265-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	MONTHLY ACCESS POINT CHAR	400.88	70652
101-265-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	10.94	70652
101-265-850.000	COMMUNICATIONS	COMCAST CABLE	ACCOUNT STATEMENT	129.85	70628
101-265-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	1,345.55	70629
101-265-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	2,435.19	70652
101-265-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	27.47	70623
101-265-930.000	REPAIR & MAINTENANCE	PROGRESSIVE HEATING COOLI	CITY HALL SERVICE CALL	230.00	70662
Total For Dept 265 CITY H				5,109.88	
Dept 276 CEMETERY					
101-276-744.000	UNIFORMS	DEJONG, DON	CLOTHING REIMBURSEMENTS	26.46	70631
101-276-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	174.45	70652
101-276-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	18.69	70623
101-276-971.000	REPURCHASE GRAVES	POSTHUMUS, THERESA	REPURCHASE OF GRAVE SITES	400.00	70661
Total For Dept 276 CEMETE				619.60	
Dept 294 UNALLOCATED MISCELLANEOUS					
101-294-955.000	UNALLOCATED MISCELLANEOUS	ZACH'S CLEAN CUT LAWN CAR	MOWING - 152 S PLEASANT	100.00	70679
101-294-955.000	UNALLOCATED MISCELLANEOUS	ZACH'S CLEAN CUT LAWN CAR	MOWING/REPAIRS - 717 AMIT	175.00	70679
101-294-955.000	UNALLOCATED MISCELLANEOUS	ZACH'S CLEAN CUT LAWN CAR	MOWING - 227 S DIVISION	150.00	70679
Total For Dept 294 UNALLO				425.00	
Dept 301 POLICE DEPARTMENT					
101-301-626.000	REPORTS & FINGERPRINT FEE	STATE OF MICHIGAN	LIVE SCAN DECEMBER 2017	126.00	70671
101-301-727.000	OFFICE SUPPLIES	VISA	VISA STATEMENT	64.66	70677
101-301-740.000	OPERATING SUPPLIES	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	2.97	70623
101-301-740.000	OPERATING SUPPLIES	MUNDT, THERESA	SAM'S CLUB REIMBURSEMENTS	16.98	70659
101-301-744.000	UNIFORMS	VISA	VISA STATEMENT	59.76	70677
101-301-802.000	CONTRACTUAL	DIGITAL OFFICE MACHINES,	COPY MACHINE POLICE	22.28	70633
101-301-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	MONTHLY ACCESS POINT CHAR	105.80	70652
101-301-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	10.94	70652
101-301-955.000	MISCELLANEOUS EXPENSE	VISA	VISA STATEMENT	9.01	70677
101-301-984.000	EQUIPMENT	VISA	VISA STATEMENT	15.04	70677

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE GL DISTRIBUTION REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
BOTH OPEN AND PAID

Page: 2/6

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 101 GENERAL FUND					
Dept 301 POLICE DEPARTMENT					
Total For Dept 301 POLICE				433.44	
Dept 441 DEPARTMENT OF PUBLIC WORKS					
101-441-740.000	OPERATING SUPPLIES	BOUWHUIS SUPPLY, INC.	DPW TOWELS	101.78	70626
101-441-740.000	OPERATING SUPPLIES	DORNBOS SIGN & SAFETY INC	DPW SIGNS	313.24	70634
101-441-802.000	CONTRACTUAL	DIGITAL OFFICE MACHINES,	DPW COPY MACHINE CONTRACT	90.13	70633
101-441-802.000	CONTRACTUAL	RED CREEK	TRASH SERVICE DEC 2017	207.86	70664
101-441-850.000	COMMUNICATIONS	COMCAST CABLE	DPW CABLE	33.08	70628
101-441-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	MONTHLY ACCESS POINT CHAR	28.95	70652
101-441-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	10.94	70652
101-441-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	902.48	70629
101-441-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	315.99	70652
101-441-926.000	STREET LIGHTING	LOWELL LIGHT & POWER	ELECTRIC BILLS	846.88	70652
101-441-926.000	STREET LIGHTING	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	1,595.17	70652
101-441-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	25.77	70623
101-441-930.000	REPAIR & MAINTENANCE	WEST MICHIGAN TOOL	MOTOR REPAIR	256.00	70678
Total For Dept 441 DEPART				4,728.27	
Dept 747 CHAMBER/RIVERWALK					
101-747-920.000	CHAMBER UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	97.39	70629
101-747-920.000	CHAMBER UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	215.75	70652
Total For Dept 747 CHAMBE				313.14	
Dept 751 PARKS					
101-751-740.000	OPERATING SUPPLIES	DEJONG, DON	CLOTHING REIMBURSEMENTS	56.21	70631
101-751-740.000	OPERATING SUPPLIES	SELF SERVE LUMBER	ACCOUNT STATEMENT	5.79	70667
101-751-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	605.53	70652
101-751-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	10.98	70623
Total For Dept 751 PARKS				678.51	
Dept 757 SHOWBOAT					
101-757-920.000	SHOWBOAT UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	42.26	70652
Total For Dept 757 SHOWBO				42.26	
Dept 790 LIBRARY					
101-790-802.000	CONTRACTUAL	RED CREEK	TRASH SERVICE DEC 2017	46.02	70664
101-790-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	MONTHLY ACCESS POINT CHAR	148.94	70652
101-790-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	10.94	70652
101-790-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	895.18	70629
101-790-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	1,464.27	70652
101-790-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	15.49	70623
101-790-930.000	REPAIR & MAINTENANCE	MODEL COVERALL SERVICE, I	ACCOUNT STATEMENT	319.90	70658
Total For Dept 790 LIBRAR				2,900.74	
Dept 804 MUSEUM					
101-804-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	535.87	70629
101-804-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	228.35	70652
101-804-955.000	PROPERTY TAX DISTRIBUTION	LOWELL AREA HISTORICAL MU	TAX DISBURSEMENT	28.24	70649
Total For Dept 804 MUSEUM				792.46	
Total For Fund 101 GENERA				25,749.09	
Fund 203 LOCAL STREET FUND					
Dept 463 MAINTENANCE					
203-463-740.000	OPERATING SUPPLIES	DEJONG, DON	CLOTHING REIMBURSEMENTS	56.20	70631
Total For Dept 463 MAINTEN				56.20	
Total For Fund 203 LOCAL				56.20	
Fund 238 HISTORICAL DISTRICT FUND					
Dept 000					
238-000-880.000	COMMUNITY PROMOTION	SMITH, DOUGLAS J	HDC GRANT 30% - DOOR REPL	391.00	70670
Total For Dept 000				391.00	

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE GL DISTRIBUTION REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
BOTH OPEN AND PAID

Page: 3/6

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 238 HISTORICAL DISTRICT FUND					
		Total For Fund 238 HISTOR		391.00	
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY					
Dept 463 MAINTENANCE					
248-463-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	2,029.65	70652
248-463-930.000	REPAIR & MAINTENANCE	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	443.80	70652
		Total For Dept 463 MAINTEN		2,473.45	
		Total For Fund 248 DOWNTOWN		2,473.45	
Fund 260 DESIGNATED CONTRIBUTIONS					
Dept 443 ARBOR BOARD					
260-443-929.000	TREE FUND EXPENDITURES	TERRA VERDE LANDSCAPING L	ARBOR BOARD TREES	1,685.00	70673
		Total For Dept 443 ARBOR		1,685.00	
Dept 751 PARKS					
260-751-740.000	OPERATING SUPPLIES	J&K CATERING	CONSULTING FOR SHOWBOAT P	845.08	70639
260-751-740.000	OPERATING SUPPLIES	MCGREGOR, CAROL A.	DRAFTING FOR NEW SHOWBOAT	1,075.00	70655
		Total For Dept 751 PARKS		1,920.08	
Dept 758 DOG PARK					
260-758-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	55.54	70652
		Total For Dept 758 DOG PA		55.54	
		Total For Fund 260 DESIGN		3,660.62	
Fund 581 AIRPORT FUND					
Dept 000					
581-000-740.000	OPERATING SUPPLIES	NELSON, ERIC	AIRPORT SUPPLIES	21.14	70660
581-000-801.000	PROFESSIONAL SERVICES	DICKINSON WRIGHT PLLC	LEGAL SERVICES - AIRPORT	148.00	70632
581-000-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	630.00	70629
581-000-930.000	REPAIR & MAINTENANCE	LAKE EFFECT SNOW REMOVAL	SNOW REMOVAL - AIRPORT	1,575.00	70645
581-000-930.000	REPAIR & MAINTENANCE	LAKE EFFECT SNOW REMOVAL	SNOW REMOVAL AIRPORT	450.00	70645
581-000-930.000	REPAIR & MAINTENANCE	LAKE EFFECT SNOW REMOVAL	SNOW REMOVAL AIRPORT	350.00	70645
581-000-930.000	REPAIR & MAINTENANCE	TAYLOR, ALEX	REIMBURSEMENT AIRPORT PAI	25.00	70672
581-000-955.000	MISCELLANEOUS EXPENSE	MI ASSOC OF AIRPORT EXECU	2018 MAAE MEMBER DUE- LOW	200.00	70656
		Total For Dept 000		3,399.14	
		Total For Fund 581 AIRPOR		3,399.14	
Fund 590 WASTEWATER FUND					
Dept 000					
590-000-043.000	DUE FROM EARTH TECH	LOWELL LIGHT & POWER	MONTHLY ACCESS POINT CHAR	154.28	70652
590-000-043.000	DUE FROM EARTH TECH	LOWELL LIGHT & POWER	ELECTRIC BILLS	5,308.57	70652
590-000-043.000	DUE FROM EARTH TECH	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	10.94	70652
590-000-276.000	Sewer Inside 5/8"	ROZEBOOM, ANDREW	UB refund for account: 6-	32.27	70665
		Total For Dept 000		5,506.06	
Dept 550 TREATMENT					
590-550-930.000	REPAIR & MAINTENANCE	BLUE TARP FINANCIAL, INC	NORTHERN TOOL MAIL ORDERS	1,257.53	70625
590-550-930.000	REPAIR & MAINTENANCE	VISA	VISA STATEMENT	2,805.54	70677
		Total For Dept 550 TREATM		4,063.07	
Dept 551 COLLECTION					
590-551-850.000	COMMUNICATIONS	VERIZON WIRELESS	ACCOUNT STATEMENT	20.01	70676
		Total For Dept 551 COLLEC		20.01	
		Total For Fund 590 WASTE		9,589.14	
Fund 591 WATER FUND					
Dept 000					
591-000-276.000	Water Inside 5/8"	ROZEBOOM, ANDREW	UB refund for account: 6-	32.70	70665
		Total For Dept 000		32.70	
Dept 570 TREATMENT					
591-570-740.000	OPERATING SUPPLIES	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	194.20	70623
591-570-802.000	CONTRACTUAL	RED CREEK	TRASH SERVICE DEC 2017	30.00	70664

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE GL DISTRIBUTION REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
BOTH OPEN AND PAID

Page: 4/6

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 591 WATER FUND					
Dept 570 TREATMENT					
591-570-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	MONTHLY ACCESS POINT CHAR	152.13	70652
591-570-850.000	COMMUNICATIONS	LOWELL LIGHT & POWER	STREET LIGHTS & IP CONSUL	10.94	70652
591-570-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	469.28	70629
591-570-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	4,831.02	70652
591-570-930.000	REPAIR & MAINTENANCE	RS TECHNICAL SERVICES, IN	WTP R & M	532.56	70666
Total For Dept 570 TREATM				6,220.13	
Dept 571 DISTRIBUTION					
591-571-850.000	COMMUNICATIONS	VERIZON WIRELESS	ACCOUNT STATEMENT	20.00	70676
591-571-920.000	PUBLIC UTILITIES	CONSUMERS ENERGY	ACCOUNT STATEMENTS	288.09	70629
591-571-920.000	PUBLIC UTILITIES	LOWELL LIGHT & POWER	ELECTRIC BILLS	1,013.69	70652
591-571-930.000	REPAIR & MAINTENANCE	ADVANCED HYDROVAC INC	CLEAN OUT WATER BOXES	520.00	70621
591-571-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	187.86	70623
591-571-930.000	REPAIR & MAINTENANCE	MICHIGAN CAT	WATER DEPT SERVICE CALL	472.14	70657
Total For Dept 571 DISTRI				2,501.78	
Total For Fund 591 WATER				8,754.61	
Fund 636 DATA PROCESSING FUND					
Dept 000					
636-000-801.000	PROFESSIONAL SERVICES	ADDORIO TECHNOLOGIES, LLC	CONTRACTUAL	1,528.48	70620
636-000-801.000	PROFESSIONAL SERVICES	ADDORIO TECHNOLOGIES, LLC	CONTRACTUAL	300.00	70620
636-000-801.000	PROFESSIONAL SERVICES	I2 INTEGRATION	OFFICE EMAIL	270.00	70638
636-000-801.000	PROFESSIONAL SERVICES	LASER'S RESOURCE	COPY MACHING 4250 REPAIRS	330.25	70646
636-000-802.000	CONTRACTUAL	ADDORIO TECHNOLOGIES, LLC	CONTRACTUAL	2,915.75	70620
636-000-802.000	CONTRACTUAL	DIGITAL OFFICE MACHINES,	ACCOUNT STATEMENT	135.44	70633
636-000-802.000	CONTRACTUAL	I2 INTEGRATION	2018 WEBSITE HOSTING FEES	300.00	70638
Total For Dept 000				5,779.92	
Total For Fund 636 DATA P				5,779.92	
Fund 661 EQUIPMENT FUND					
Dept 895 FLEET MAINT. & REPLACEMENT					
661-895-740.000	OPERATING SUPPLIES	SHOWBOAT AUTOMOTIVE SUPPL	AIR COMPRESSOR SUPPLIES	31.94	70668
661-895-930.000	REPAIR & MAINTENANCE	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	4.49	70623
661-895-930.000	REPAIR & MAINTENANCE	CARLETON EQUIPMENT	EQUIPMENT R & M	325.66	70627
661-895-930.000	REPAIR & MAINTENANCE	SHULTS EQUIPMENT INC.	CONVEYOR CHAIN	942.00	70669
661-895-930.000	REPAIR & MAINTENANCE	SHULTS EQUIPMENT INC.	EQUIPMENT R & M	1,457.31	70669
661-895-930.000	REPAIR & MAINTENANCE	TRACTOR SUPPLY	ACCOUNT STATEMENT	90.94	70674
661-895-930.000	REPAIR & MAINTENANCE	TRUCK & TRAILER SPECIALTI	EQUIPMENT R & M	59.78	70675
661-895-930.000	REPAIR & MAINTENANCE	VISA	VISA STATEMENT	132.83	70677
661-895-981.000	EQUIPMENT	AIS CONSTRUCTION EQUIPMEN	DPW EQUIPMENT	4,594.00	70622
Total For Dept 895 FLEET				7,638.95	
Total For Fund 661 EQUIPM				7,638.95	
Fund 703 CURRENT TAX COLLECTION FUND					
Dept 000					
703-000-222.000	DUE TO COUNTY-CURRENT TAX	KENT COUNTY TREASURER	TAX DISBURSEMENT	59,077.96	70642
703-000-223.000	DUE TO LIBRARY	KENT DISTRICT LIBRARY	TAX DISBURSEMENT	52,028.37	70643
703-000-225.000	DUE TO SCHOOLS	LOWELL AREA SCHOOLS	TAX DISBURSEMENT	282,969.13	70650
703-000-228.009	DUE TO STATE-S.E.T.	KENT COUNTY TREASURER	TAX DISBURSEMENT	699.91	70642
703-000-234.000	DUE TO INTERMED SCH DISTR	KENT INTERMEDIATE SCHOOL	TAX DISBURSEMENT	661.35	70644
703-000-235.000	DUE TO COMMUNITY COLLEGE	GRAND RAPIDS COMMUNITY CO	TAX DISBURSEMENT	207.50	70636
703-000-275.000	DUE TO TAXPAYERS	Corelogic Centralized Ref	2017 Win Tax Refund 41-20	479.51	70630
703-000-275.000	DUE TO TAXPAYERS	Corelogic Centralized Ref	2017 Win Tax Refund 41-20	294.21	70630
703-000-275.000	DUE TO TAXPAYERS	Corelogic Centralized Ref	2017 Win Tax Refund 41-20	74.66	70630
703-000-275.000	DUE TO TAXPAYERS	Corelogic Centralized Ref	2017 Win Tax Refund 41-20	315.89	70630
703-000-275.000	DUE TO TAXPAYERS	LERETA	2017 Win Tax Refund 41-20	86.04	70647
703-000-275.000	DUE TO TAXPAYERS	LERETA	2017 Win Tax Refund 41-20	348.04	70648

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE GL DISTRIBUTION REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
BOTH OPEN AND PAID

Page: 5/6

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
<hr/>					
Fund 703	CURRENT TAX COLLECTION FUND				
Dept 000					
		Total For Dept 000		397,242.57	
		Total For Fund 703 CURREN		397,242.57	

01/12/2018 12:07 PM  
User: LORI  
DB: Lowell

INVOICE GL DISTRIBUTION REPORT FOR CITY OF LOWELL  
EXP CHECK RUN DATES 01/10/2018 - 01/11/2018  
BOTH JOURNALIZED AND UNJOURNALIZED  
BOTH OPEN AND PAID

Page: 6/6

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
<hr/>					
Fund Totals:					
			Fund 101 GENERAL FUND	25,749.09	
			Fund 203 LOCAL STREET FUN	56.20	
			Fund 238 HISTORICAL DISTR	391.00	
			Fund 248 DOWNTOWN DEVELOP	2,473.45	
			Fund 260 DESIGNATED CONTR	3,660.62	
			Fund 581 AIRPORT FUND	3,399.14	
			Fund 590 WASTEWATER FUND	9,589.14	
			Fund 591 WATER FUND	8,754.61	
			Fund 636 DATA PROCESSING	5,779.92	
			Fund 661 EQUIPMENT FUND	7,638.95	
			Fund 703 CURRENT TAX COLL	397,242.57	
				<hr/>	
				464,734.69	





# LOWELL CITY COUNCIL

## MEMORANDUM

**DATE:** January 11, 2018

**TO:** Mayor DeVore and the City Council

**FROM:** Michael T. Burns, City Manager *MVB*

**RE:** LARA Phase 2 Trail

---

Dave Austin will be in attendance and will speak on the recommendation of the Lowell Area Recreation Authority (LARA) pertaining to having Phase 2 of the LARA Trail project be constructed on Bowes Road rather than through an on-street path in the Valley Vista Subdivision. I will allow for Mr. Austin to elaborate on the trail path.

In addition, there will be a request on behalf of LARA requesting the City to write a DNR Trust Fund grant for funding this project. DNR Trust Fund Grants are highly competitive grants and the more projects received and proximity of being awarded a grant, are major contributing factors toward not being awarded a grant. Trail development projects are very high priority projects the DNR supports. While it may be five or ten years before the City could receive a DNR Trust Fund grant, if awarded this project, this is a project the City should strongly consider.

I attached information pertaining to the proposed trail path and budget amounts.

**I recommend that the Lowell City Council approve the recommendations being made by the Lowell Area Recreation Authority pertaining to the Phase 2 Trail. I also recommend the Lowell City Council direct me to work with LARA in applying for a DNR Trust Fund Grant for the community trail project.**

## Mike Burns

---

**From:** Austin, Dave <Austin@williams-works.com>  
**Sent:** Thursday, January 11, 2018 3:45 PM  
**To:** Mike Burns  
**Cc:** Greg Canfield; Betsy Davidson work; 'Perry Beachum'; 'Mark Anderson'  
**Subject:** LARA - Phase 2 Funding  
**Attachments:** Route BC Jan 11 changes.pdf; Phase 2 costs -Revised 01.11.18.pdf

Mike:

At their meeting last night, the LARA Board elected to modify the selected route to eliminate all of the "on street" portions of the proposed connection. After consideration for safety and trail user experience, the current Board members elected to modify the scope to eliminate all "on-street" sections of the original proposed B/C route replacing them with new trail, widened sidewalks and a new pedestrian bridge. These changes increase the projected cost of the project significantly, but the Board, along with input from the Fred Meijer River Valley Rail Trail group, felt that these enhancements would make it easier for them to be successful in raising the required matching funds.

The changes include widening the sidewalk along Bowes Road to 10 feet and connecting to Main Street with new trail. This allows the route to take advantage of the soon- to-be-completed portion on Alden Nash and provides connection to the new Township park. Also, it was discussed that using the existing S. Division St. bridge for non-motorized traffic is not desired from a safety standpoint and that a parallel pedestrian bridge for pikes and walkers is required to satisfy this concern.

A revised map and budget is attached for your information. I am planning to attend the Jan. 16 Recreation Committee meeting and the council meeting on behalf of LARA to explain the concept and to request the City's participation in the grant applications.

Please feel free to contact me with any questions.

Thanks,

Dave

David Austin, P.E.

**williams&works**

(616) 224-1500 | (800) 224-1590

[williams-works.com](http://williams-works.com)

This email and any attachments contain Williams & Works' confidential information that may be proprietary or privileged. If you receive this message in error or are not the intended recipient, you should not retain, distribute, disclose or use any of this information, and you should destroy the email and any attachments or copies.

**From:** Austin, Dave  
**Sent:** Tuesday, January 09, 2018 12:05 PM  
**To:** 'Betsy Davidson' <[betsy@addorio.com](mailto:betsy@addorio.com)>; [garygoff71@gmail.com](mailto:garygoff71@gmail.com); Greg Canfield <[gcanfield@ci.lowell.mi.us](mailto:gcanfield@ci.lowell.mi.us)>; 'Perry Beachum' <[Teresa.Beachum@gmail.com](mailto:Teresa.Beachum@gmail.com)>; [tlvmarkanderson@att.net](mailto:tlvmarkanderson@att.net); 'Heather Hoffman' <[clerk@vergenestwp.org](mailto:clerk@vergenestwp.org)>

Cc: 'Mike Burns' <[mburns@ci.lowell.mi.us](mailto:mburns@ci.lowell.mi.us)>

Subject: Phase 2 Funding

Attached is a summary of information I will cover at the meeting with regards to the funding plan for the Phase 2 connection project. This includes an excerpt from the 2015 report that describes the original option B/C and a breakdown of the cost estimates for this option; the higher amount assumes we can use the existing bridge and would not be required to build a separate pedestrian bridge across the Grand River.

These are based on the original B/C routes illustrated in the report and selected by the LARA Board. If the Board wishes to modify the route, the maps and estimates will need to be modified.

The funding breakdown assumes the following:

- 60% TAP grant from MDOT (*this is the published maximum that MDOT offers*)
- LARA - \$300,000 MDNR Trust Fund Grant
- CITY - \$300,000 MDNR Trust Fund Grant
- MDNR - \$300,000 Recreational Trail Program Grant
- CITY - \$25,000 at large contribution. This was the amount that all cities on the 125 mile trail corridor were asked to consider as a contribution to the \$12.5 masterplan for completing the trails.
- FUND RAISING – This is the projected balance that will need to be funded locally, assuming all the grants are approved.

The City or the County must be the applicant for the MDOT funds. The City did this on LARA's behalf for Phase 1 so we recommend they be asked to do this again for Phase 2. In addition, we recommend they be asked to apply for the MDNR Trust Fund Grant. They are in the process of updating their Recreation Plan and trails are included in the plan. I have shared this information with the City Manager and he indicated he will seek to put these items on the upcoming City Council meeting on Tuesday, January 16.

LARA will also need a revised Recreation Plan as the original plan is over 5 years old. We have already begun that process and will have a draft plan ready for review prior to January 19. This will allow for the required public review period.

I look forward to your questions at the meeting on Wednesday.

Thanks

Dave

David Austin, P.E.

**williams&works**

(616) 224-1500 | (800) 224-1590

[williams-works.com](http://williams-works.com)

This email and any attachments contain Williams & Works' confidential information that may be proprietary or privileged. If you receive this message in error or are not the intended recipient, you should not retain, distribute, disclose or use any of this information, and you should destroy the email and any attachments or copies.



Route B/C with Bowes Upgrade and Bridge at Grand River - 01.11.18
---

Trail @ Division	TOTAL	Construction	Engineering	Easements
	\$ 4,790,025	\$ 4,080,888	\$ 629,137	\$ 80,000
MDOT TAP	\$ 2,448,533	\$ 2,448,533		\$ -
MDNR TRUST - CITY	\$ 300,000	\$ 267,668	\$ 32,333	\$ -
MDNR TRUST - LARA	\$ 300,000	\$ 267,668	\$ 32,333	\$ -
MDNR RTP - MDNR	\$ 300,000	\$ 300,000		\$ -
City of Lowell	\$ 25,000		\$ 5,000	\$ 20,000
Fundraising	\$ 1,416,492	\$ 797,020	\$ 559,472	\$ 60,000
	\$ 4,790,025	\$ 4,080,888	\$ 629,137	\$ 80,000



# **LOWELL CITY COUNCIL**

## **MEMORANDUM**

**DATE: January 11, 2018**

**TO: Mayor DeVore and the City Council**

**FROM: Michael T. Burns, City Manager** MVS

**RE: Broadway and SAW Update**

---

With several new City Council members, we have been asked to update the Council on the Broadway project. Brian Vilmont from Prein and Newhof will be presenting on this matter. Mr. Vilmont will also be updating the Council briefly on the SAW Grant status.

**No action needs to be taken.**





**LOWELL CITY COUNCIL  
MEMORANDUM**

**DATE: January 11, 2018**

**TO: Mayor DeVore and the City Council**

**FROM: Michael T. Burns, City Manager** *MTB*

**RE: Chamber Marketing Survey**

---

The Lowell Area Chamber of Commerce recently completed an updated marketing survey. Liz Baker from the Chamber will be present to share the findings with the Council. Attached are the survey results.

**No action needs to be taken.**



## Greater Lowell Chamber Foundation

*November 30, 2017*

*City of Lowell DDA  
301 E Main St  
Lowell, MI 49331*

*Dear DDA Directors:*

Several years ago the Lowell Area Chamber of Commerce in collaboration with and support of business, government agencies, organizations, churches, and school established a Community Wide Business Marketing plan. We listened to several presentations by Marketing Agencies that recommended the first and critical stage for a marketing plan was to obtain accurate research. The Chamber hired The Aegis Group to provide us with marketing intelligence about the business community and local population to assist us in the development of a Community-Wide Business Marketing Plan. The research was split between a phone survey among local businesses and a mail survey among residents in in the Greater Lowell Community. Last year we asked Lowell Area Community Fund and the DDA to support repeating that process.

In February the Aegis Group completed 100 personal interviews via phone among Lowell Area businesses. Some of the objectives we charged them with was to determine the level of support on various possible initiatives, obtain an overall rating on the business climate, how likely were respondents to contribute to Community Wide Business Marketing Plan, investigate changes from 2005 to 2016 and several other objectives that can be seen in the final business report upon request. What is significant to this grant is that the business respondents understand the importance and favor the continued development of Community Wide Business Marketing Plan for the Greater Lowell Area. (Please see attachment from business survey)

The Aegis Group sent surveys to 800 households in the Greater Lowell Community, 345 surveys were returned giving us a 43% net response rate. Some of the objectives were readership levels of local publications, why respondents don't shop in the Greater Lowell Community, the level of and importance of various community –related characteristics and several objectives that can be seen in the final Home Owners report upon request. What we learned is that the Home Owners still rank the Lowell Buyers Guide as publication read regularly and types of media used most often is TV, Facebook and Radio. (Please see attachment from home owners survey)

Ongoing marketing of the Greater Lowell area benefits our entire community. For a community to grow, it must build strong relationships. That's where an effective marketing plan comes in. With a comprehensive, collaborative marketing plan, the Lowell Area Chamber of Commerce can effectively communicate the mission, values and messages in ways that speak to a target audience. Benefits of an effective collaborative marketing plan include:

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331  
Phone (616) 897-9161 - Fax (616) 897-9101  
E-mail [info@lowellchamber.org](mailto:info@lowellchamber.org) - Web Site [www.lowellchamber.org](http://www.lowellchamber.org)



# Greater Lowell Chamber Foundation

- A stronger, more consistent universal image
- Greater loyalty among stakeholders
- A general public that is more aware of "Lowell the Next Place to Be!" local and regional impact
- The ability to attract and retain the best the visitors/customers, businesses and residents
- The ability to establish partnerships with a team atmosphere within the community
- The ability to show supporters that our brand equity is a valuable commodity

The survey data clearly indicates measured successful results:

- Lowell ranks extremely high on special events/recreation/cultural/ and attractiveness of schools
- Lowell ranks higher in 2016 compared to 2005 on every activity investigated
- Lowell ranks very high on being "business friendly"
- Businesses view the overall business climate in Lowell excellent, scores jumped 10 points, while poor ratings declined by 4 points. This represents a net gain of 14% points from 2005 to 2016
- Overall, across all activities, Lowell residents spend about 55% of their time locally (on average) rather than going to Grand Rapids

## **Mission of the Community-Wide Business Marketing Plan:**

*To strengthen the Greater Lowell Community through the development of a Community-Wide Business Marketing Plan, which will promote Lowell as an attractive area to work, start a business, relocate a plant, go to school, raise a family, shop, dine and enjoy its many other amenities.*

*Today, we are requesting that the DDA continue their support for Marketing the Greater Lowell Community in the amount of \$25,000.*

*Sincerely,*

*Liz Baker*

*Liz Baker*

*Executive Director – Lowell Area Chamber of Commerce  
Committee Member - Marketing Steering Committee*

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331

Phone (616) 897-9161 - Fax (616) 897-9101

E-mail [info@lowellchamber.org](mailto:info@lowellchamber.org) - Web Site [www.lowellchamber.org](http://www.lowellchamber.org)

## EXECUTIVE SUMMARY

Regarding governance, we calculate composite scores that combine excellent and good scores. These composite scores ranged from a low of 64% on *input to land use planning and decisions* to a high of 92% on *local government is business friendly*. In fact, Lowell government improved upon every issue investigated.

Regarding the relative importance of various factors, *growth and development* ranks first (85%) once again when “important” and “vital” responses are combined. On this same measure, the *supply of skilled labor* ranks the lowest (45%). Interestingly, many communities throughout the country consider the supply of skilled labor to be inadequate – even a problem. Also, when community businesses are growing, the need for skilled labor naturally increases.

Business respondents overwhelmingly agree (98% agree or strongly agree) that *area schools are an attractive asset* and 97% agree that *recreation/cultural, local industry/business & special events* are making a positive contribution to the overall success of the community. Thus, the Lowell Area benefits from a wide blending of contributions made by various sources. The agreement level ranged from 86% to 98% for all areas investigated. These figures are quite impressive overall. It's also noted that the Lowell Area Chamber (government) improved on all measures since 2005, and on balance, receives high marks from business respondents.

From the perspective of local businesses, 88% of the respondents think growth in the Lowell Area has been “just about right” for their business. The remaining responses were generally split between “too slow” and “too fast.” Therefore, we conclude that Lowell Area growth has been acceptable to the clear majority of businesses. This is further evidenced by noting that 88% of respondents also believe that the impact of growth on their business is neither negative or positive.

Survey findings show that respondents generally believe more emphasis should be placed on *commercial development* (48%), followed by *industrial development* (42%), *preservation of natural areas* (28%), *residential development* (24%), and lastly, *preservation of agricultural areas* (20%).

When it comes to possible initiatives, respondents overwhelmingly support *future downtown development* (88%), followed by *more development of the Riverwalk area* (84%), *hotel/motel and lodging* (82%). The lowest support level was for an *RV park/campground* (59%). All other areas investigated show scores exceeding 69%.

Overall, respondents rate the business climate in the Lowell Area as fair-to-excellent (98%). Only 2% rated the Lowell Area as poor. Furthermore, four times as many respondents think the business climate has improved versus gotten worse.

Given an acceptable Community Wide Business Marketing Plan to promote the Lowell Area, 32% of respondents indicated they are likely to participate financially. Another 66% of respondents are undecided. Very few respondents (2%) indicated they oppose the idea. Given the large percentage of undecided respondents, the Lowell Area Chamber of Commerce must sell (promote) this idea.

An encouraging finding is the high level of support for establishing a Community Wide Business Marketing Plan for the Lowell Area. In fact, 70% of business respondents specifically indicated they support this effort, while 29% were undecided or didn't answer. Finally, only 1% of respondents oppose this idea, which is encouraging.

Thus, we can conclude that businesses understand and favor continued development of a Community Wide Business Marketing Plan for the Lowell Area. However, many businesses will still need to be persuaded to support the plan financially.

## **Conclusion**

### **Assessing the Overall Attitudes of Business Respondents in Lowell**

Generally, the Lowell Chamber of Commerce shows improved scores among Lowell Area Businesses. Here are some key findings supporting this viewpoint.

1. Regarding business climate (Q1), a composite score combining excellent and good responses is calculated, and on this measure, Lowell ranks higher in 2016 compared to 2005 on every activity investigated. It's also noted here that Lowell ranks very high on being "business friendly."
2. Regarding opportunities investigated in Q3, we derived a composite % agree score that combines ratings 4 and 5. On this measure, Lowell ranks higher in 2016 compared to 2005 on every statement investigated. It is noted here that Lowell ranks extremely high on attractiveness of schools and recreation/cultural/special events.
3. When asked how businesses view the overall business climate in Lowell (Q7), we find that excellent scores jumped 10 points, while poor ratings declined by 4 points. This represents a net gain of 14 percentage points.

The above survey findings clearly show that new businesses should consider locating in Lowell. Further, the companion research conducted among Lowell residents reveals a strong desire to have a greater mix of new stores, restaurants, and other businesses to serve their local needs.

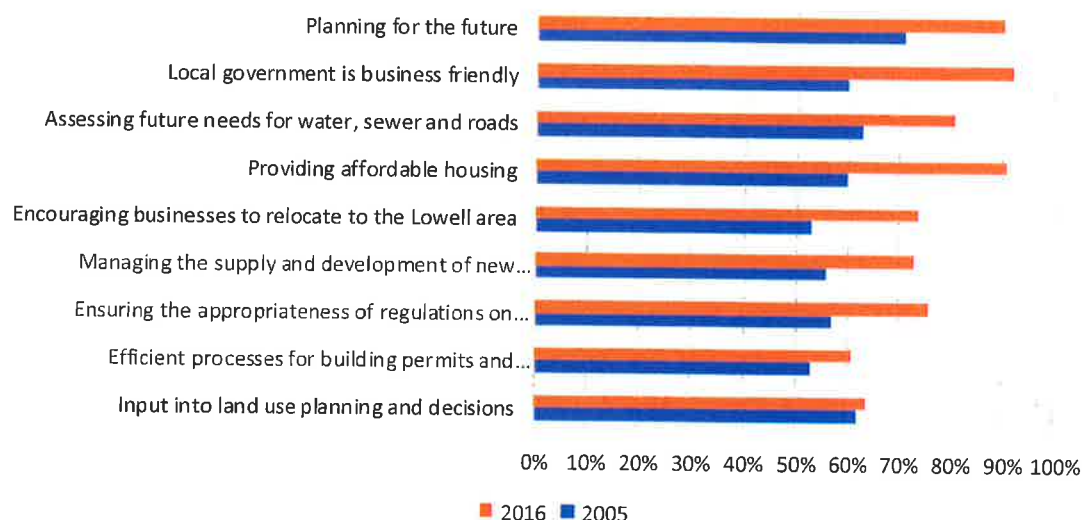
## SUMMARY OF FINDINGS

### Attitudes toward Local Government Entities

An overall composite score is derived by combining good and excellent scores. On this measure, local government entities rate the highest on *local government is business friendly* in 2016. Conversely, the lowest 2016 rating is on *efficient processes for building permits and development*.

Overall, the business climate appears to have improved across the board (i.e., on every topic). The following chart shows specific findings for each of the issues investigated for 2016 and 2005.

#### Business Climate (Excellent + Good)



<b>Q1 Composite "Good + Excellent Scores"</b>			
	<b>2016</b>	Encouraging businesses to relocate to the Lowell area	74%
Input into land use planning and decisions	64%	Providing affordable housing	91%
Efficient processes for building permits and development	61%	Assessing future needs for water, sewer and roads	81%
Ensuring the appropriateness of regulations on businesses	76%	Local government is business friendly	92%
Managing the supply and development of new commercial and industrial areas	73%	Planning for the future	90%

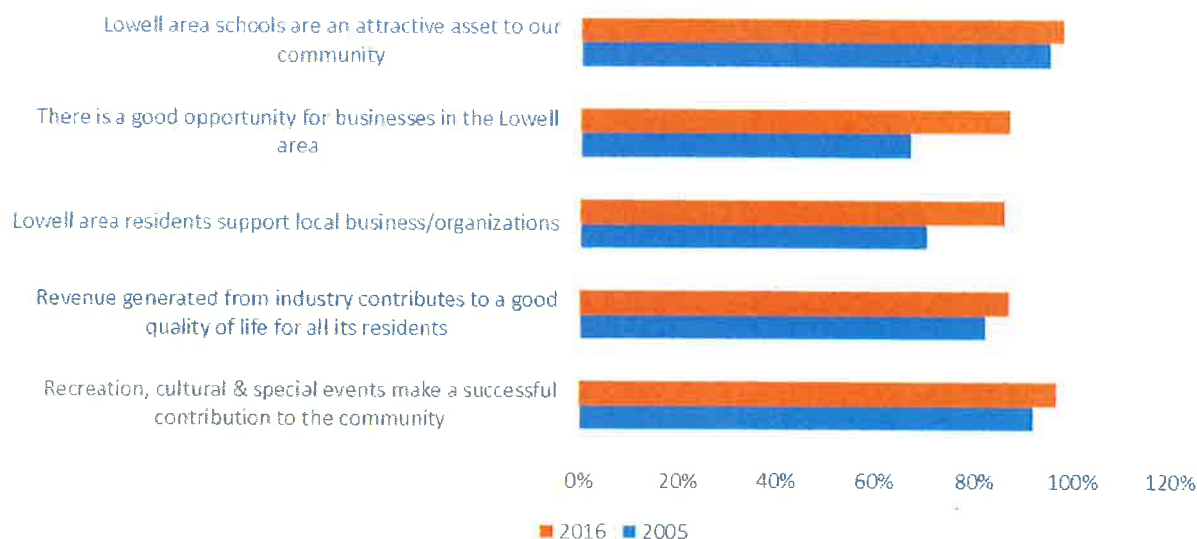
## Level of Agreement with Various Opportunities/Issues

Respondents were also asked to indicate their level of agreement with various statements. We have derived a composite score for comparative purposes. The composite score is derived by combining agree and strongly agree responses for 2016 and 2005.

On this measure, Lowell Area schools receive the highest rating in 2016, followed closely by recreation, cultural & special events; whereas, the Lowell area residents support local business/organizations received the lowest rating (yet a good rating) in 2016. Interestingly, ratings are higher in 2016 compared to 2005 on every opportunity/issue investigated.

The following charts show the level of agreement for each statement asked of respondents.

Level of Agreement with Various Opportunities/Issues



### Q3. "Agree + Strongly Agree"

	2016	Lowell area residents support local business/organizations	86%
Recreation, cultural & special events make a successful contribution to the community	97%	There is a good opportunity for businesses in the Lowell area	87%
Revenue generated from industry contributes to a good quality of life for all its residents	87%	Lowell area schools are an attractive asset to our community	98%

## Detailed Analysis

**Q1. I'd like your opinion on how the City of Lowell and surrounding townships governs. How do you rate the local government entities on the following issues?**

<b>Q1 Current 2016 Study</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
Input into land use planning and decisions	3%	18%	53%	11%
Efficient processes for building permits and development	0%	12%	55%	6%
Ensuring the appropriateness of regulations on businesses	1%	10%	73%	3%
Managing the supply and development of new commercial and industrial areas	0%	15%	65%	8%
Encouraging businesses to relocate to the Lowell area	3%	21%	66%	8%
Providing affordable housing	0%	5%	88%	3%
Assessing future needs for water, sewer and roads	1%	6%	76%	5%
Local government is business friendly	3%	4%	63%	29%
Planning for the future	3%	6%	75%	15%

"No Opinion" responses are not shown above. Hence, rows don't total 100%.

<b>Q1 Composite "Good + Excellent Scores"</b>	<b>2005</b>	<b>2016</b>
Input into land use planning and decisions	62%	64%
Efficient processes for building permits and development	53%	61%
Ensuring the appropriateness of regulations on businesses	57%	76%
Managing the supply and development of new commercial and industrial areas	56%	73%
Encouraging businesses to relocate to the Lowell area	53%	74%
Providing affordable housing	60%	91%
Assessing future needs for water, sewer and roads	63%	81%
Local government is business friendly	60%	92%
Planning for the future	71%	90%

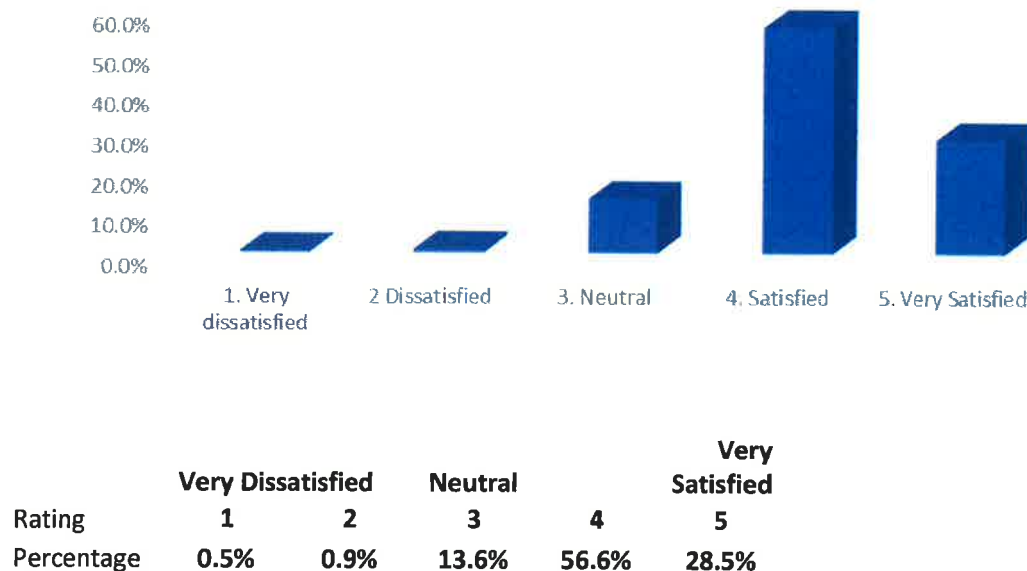
## Summary Findings Continued

Based on composite satisfaction scores (ratings 4 + 5), the highest scores are for *Lowell as a great place to raise a family, small town atmosphere, and friendliness*. The lowest composite satisfaction scores are for *lodging, job opportunities, and affordable housing for seniors & low income workers*.

If we look at composite scores, we note that scores range from a low of 10% to a high of 86%, a 76-point difference. This large spread shows that respondents provided thoughtful answers to the various questions on satisfaction. When respondents gloss over questions they tend to pick safe, in-between ratings like 3 or 4. However, this is clearly not the case in this study given the vast differences in composite scores noted above.

The chart below shows overall findings for Lowell. Only about 1.5% of respondents indicated any dissatisfaction (1 + 2) with Lowell. Overall, Lowell receives a composite % satisfied score (4 + 5) of 85%.

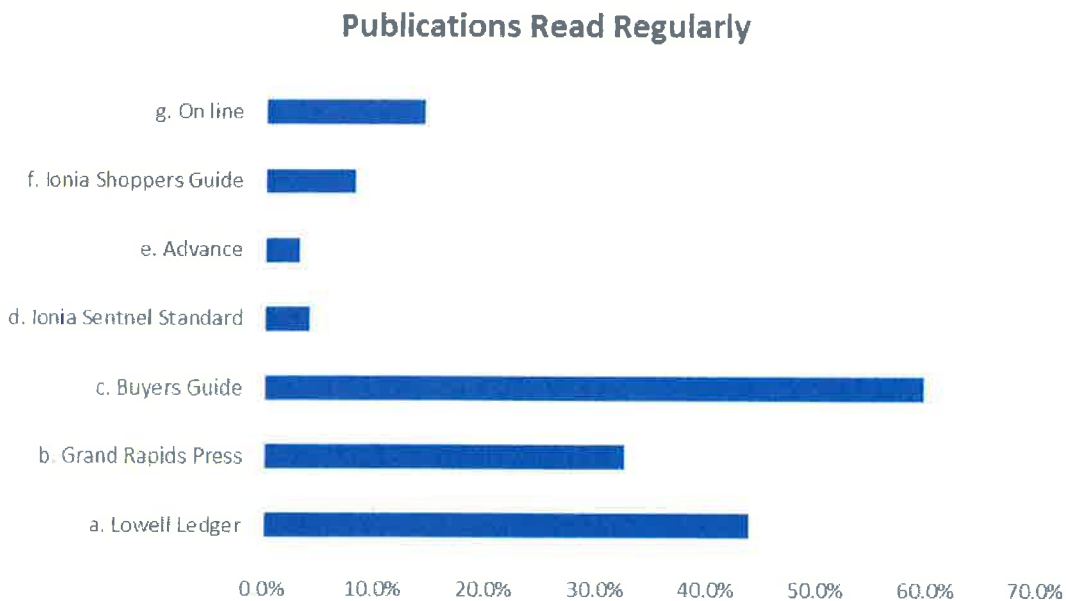
**Overall, how do you rate Lowell?**



## Summary Findings Continued

### Publications Read Regularly by Lowell Residents

The *Buyers Guide* was read regularly by the largest number of respondents (60%), followed by *Lowell Register* (44%), and the *Grand Rapids Press* (33%). Survey findings are summarized below.



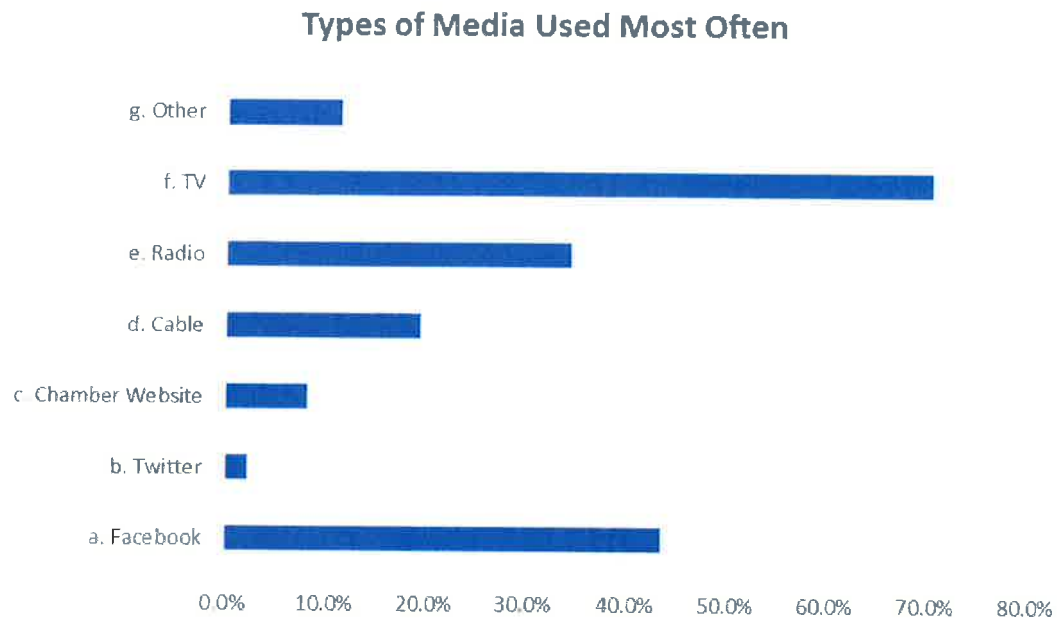
Publications:	Yes
a. Lowell Ledger	43.9%
b. Grand Rapids Press	32.6%
c. Buyers Guide	59.7%
d. Ionia Sentinel Standard	4.1%
e. Advance	3.2%
f. Ionia Shoppers Guide	8.1%
g. On line	14.5%



## Summary Findings Continued

### Types of Media Used Most Often

TV is the media used by the clear majority of respondents (71%). Next comes Facebook with 43% of respondents using this media. Survey findings are summarized below.



Types of media:	Yes
a. Facebook	43.4%
b. Twitter	2.3%
c. Chamber Website	8.1%
d. Cable	19.5%
e. Radio	34.4%
f. TV	70.6%
g. Other	11.3%

## Attachement Words of Support

### Words of Support

I love to see all the foot traffic in Lowell! The events bring the community together and make it easy and fun to shop local.

*Cinnamin Piggott*  
*All-Natural Promises*

Lowell is a special community! It is involved in keeping the small town alive and well! Many special events that keep the community involved to make the downtown thrive. All the events help the current merchants and draws new businesses to the area.

*Nancy DeBoer*  
*Station Salon*

I have found the Chamber Marketing to be a true value to the businesses of this community. Such marketing played a big role in drawing me to Lowell to establish my business here. It continues to provide a vehicle for businesses to be a part of something bigger than just their own business.

*Heather Gietzen*  
*Grand River Orthodontics*

"By giving families fun opportunities to be active in the community, it is building more meaningful relationships between businesses and consumers. The connections that people have in Lowell are what keeps bringing the families and businesses to our tight-knit community."

*Brianna Furlong*  
*Marketing Representative*  
*Advanced Eyecare Professionals*

Love the marketing opportunities provided to us by our local Chamber of Commerce. Our area events give our community a special personality and flare that is much appreciated by our local businesses and residents. Keep up the great work you do!

*Sherry Grimm*  
*Avon*

We would like to let you know that the Lowell Area Chamber of Commerce is a great asset to all the business's here in Lowell, large and small. We truly appreciate all the advertising that is done for special events and the marketing money they receive goes a long way in helping achieve just that. The extra promotional items that we can hand out in our business's is very useful to our customers.

*Marty & Laurie Chambers*  
*Red Barn Consignments & Antiques*

Cooperative marketing through the Lowell Area Chamber of Commerce is beneficial for Lowell's businesses, schools, and community organizations to expand their visibility to our Lowell residents and visitors. To keep up with the many avenues of marketing can be overwhelming for many smaller and midsize organizations. This support from the chamber is very much appreciated by us at LowellArts!, providing us the time to focus on focusing on program development.

*Lorain Smalligan*  
*LowellArts!*

I just wanted to put in writing how important I feel the Chamber is to Lowell businesses. I come from a family of small business owners - 3 generations deep to be specific. I have watched Lowell's Chamber grow because of you and what all the members have created here in town. As I mentioned, it was a serious factor in me deciding to take a chance with my business here in Lowell. The Lowell Chamber provides a strong foundation and base of marketing and event promotions that is extremely beneficial to our downtown. Lowell has a history of recognizing the value of events since 1932 when they discovered the value of the Centennial celebration and started the Lowell Showboat.

I can't say enough about what I watch you and so many others do for this town. You are the core to what makes it great and a very necessary foundation to help any and all businesses in our community.

*Tonia North*  
*North Star Antiques*

It is very hard to think of where and how Lowell would be if we did not have the active energy from our Chamber of Commerce. They have really taken us to higher levels to increase the quality of life for the entire community. I am sure all would agree their efforts in marketing plays a big part of this. I really appreciate what they do and I look forward to the next level they take us to.

*Michael Sprenger*  
*Springrove Variety*

## Attachment - Budget

[illegible]

**THE LOWELL AREA CHAMBER  
OF COMMERCE**

**AN ATTITUTED & OPINION STUDY  
OF HOME OWNERS  
IN THE GREATER LOWELL AREA  
Feb 2016**

**Prepared by:  
The Aegis Group**

## **Table of Contents**

<b>Purpose</b>	<b>3</b>
<b>Objectives</b>	<b>3</b>
<b>Methodology</b>	<b>4</b>
<b>Analysis of Returns</b>	<b>5</b>
<b>Profile of Respondents</b>	<b>6</b>
<b>Comparison of 2005 and 2016 Studies</b>	<b>8</b>
<b>Summary Findings</b>	<b>10</b>
<b>Detailed Analysis</b>	<b>18</b>
<b>Respondents' Comments</b>	<b>26</b>
<b>APPENDIX</b>	
<b>Sample Mail Survey</b>	<b>34</b>

**Total pages, 37**

## **An Attitude & Opinion Study of Home Owners in The Greater Lowell Area**

### **Purpose**

This study was conducted in order to provide The Lowell Area Chamber of Commerce a deeper understanding of the attitudes and opinions of home owners in The Greater Lowell Area including, but not limited to, management issues, various satisfaction measures, involvement in the local community, time spent on various activities, readership, and general demographics (i.e., characteristics of home owners in the Greater Lowell Area).

### **Objectives**

This study is designed and intended to gather the following information from respondents (home owners) in The Greater Lowell Area.

- Ranking of major management issues for the local community
- The level of satisfaction on various community-related attributes (characteristics)
- The relative importance of various community-related attributes (characteristics)
- The respondents' perceived level of involvement in the local community and type of involvement
- Time spent on various community-related activities
- Readership levels of local publications
- Reasons why respondents don't shop in The Greater Lowell Area
- The current work status of respondents (i.e., employment situation)
- The length of time respondent has lived in The Greater Lowell Area
- Level of household or family income
- The size of household (i.e., the number of people living at this residence)
- Profile of respondents (i.e., approximate age, gender, and level of education)

## Methodology

Study methodology involved a mail survey among 800 home owners in The Greater Lowell Area. In general, mail is most effective at gathering broad-based, quantitative information. Some of the key advantages of mail are list below:

- Mail is very cost-effective on large samples, especially if superior response rates are obtained.
- Phone interviewing among heads of households (consumers) is difficult, given caller I.D. capabilities of cell phone technology and unpublished numbers.
- Mail is a passive medium and allows market data to be gathered unobtrusively; whereas, phone contacts are often viewed as a nuisance by the public.
- Mail is convenient and user-friendly (i.e., the recipient can respond at their leisure—they are not disturbed at dinner time and they don't have to access special technology to participate).
- Mail yields highly accurate information (i.e., because the list of questions in front of them, mail responders have more time to think about their answers).
- Mail surveys tend to yield more honest, and therefore, unbiased answers because respondents know that their answers are (in fact) anonymous and don't depend on a promise by the researcher like phone interviewing.
- Mail surveys are not associated with any personal bias—unlike phone interviewing which involves personalities.
- Mail is projectable to the total population because we have access to highly reliable county mail information and home ownership (i.e., highly accurate and representative database) and mail yields random returns unlike phone which will not reach individuals who only have cell phones).

Mail surveys conducted by Aegis Marketing are designed to yield superior response rates. The mail survey for this study consisted of a personalized cover letter, 2-page questionnaire, two dollar incentive, and postage-paid reply envelope. The personal cover letter, monetary incentive, user-friendly questioning format, monarch-size questionnaire, and convenient reply envelope all served to increase the response rate.

The Aegis Group was responsible for research administration, methodology, survey design, mailing mechanics, editing/sorting, computer data entry, data verification, generating tables/graphs, analysis, interpretation, and report preparation.

The list of names was obtained from a list broker from a database compiled from county information (i.e., county records related home ownership). The Greater Lowell Area had approximately 4,200 households. The 800 survey names were selected randomly on an Nth name basis from the entire listing.



## Analysis of Returns

As of the cut-off date, we had received 345 returns for an overall response rate of 43%. This is an excellent response rate considering that we used a small two-dollar incentive for a rather extensive questionnaire (i.e., the mail survey involved 86 decision points plus some write-ins).

Cut-off date: Jan 15, 2016

Mail date: Nov 1, 2016

Number mailed:	800
Number returned:	345
Net response rate:	43%

Undeliverables	29
Unusables*	25
Usables**	291

\*This includes blanks or partially completed surveys, as well as surveys that came in after the cut-off date for tabulation.

\*\*These respondents become the tabulation base for this study.

## Profile of Respondents

General demographics of household respondents for 2016 follows:

<b>Years lived in Lowell:</b>	<b>%</b>
0 - 1 years	7.7%
2 - 4 years	13.6%
5 - 9 years	7.7%
10 - 14 years	8.6%
15 - plus years	58.8%
No answer	3.6%
<b>Total</b>	<b>100.0%</b>

<b>Level of Income:</b>	<b>%</b>
\$0 - 20,000	10.0%
\$20,000 - 39,999	19.0%
\$40,000 - 59,999	13.1%
\$60,000 - 79,999	17.6%
\$80,000 - 99,999	8.6%
\$100,000 - 124,999	10.0%
\$125,000 - 149,999	6.3%
\$150,000 - 200,000	3.6%
\$200,000 - plus	0.5%
No answer	11.3%
<b>Total</b>	<b>100.0%</b>

### **Profile of Respondents Continued**

<b>Your age:</b>	<b>%</b>
Less than 20	0.5%
20 - 29 year's old	5.0%
30 - 39	14.0%
40 - 49	18.6%
50 - plus	57.9%
No answer	4.1%
<b>Total</b>	<b>100.0%</b>

<b>Gender:</b>	<b>%</b>
Male	38.6%
Female	54.3%
No answer	7.1%
<b>Total</b>	<b>100.0%</b>

<b>Level of education:</b>	<b>%</b>
High school	20.4%
1-2 years	29.9%
Undergraduate	14.0%
Graduate	28.1%
Doctorate	1.8%
Other (trade, etc.)	1.4%
No answer	4.5%
<b>Total</b>	<b>100.0%</b>

## Comparison of Survey Findings (2016 Vs. 2005)

### Ranking of Management Issues

Top 3 issues ranked in order of mentions (first + second + third mentions)

	2005	2016
Rank #1.	More job opportunities	Broader business/retail mix
Rank #2.	Broader business/retail mix	More job opportunities
Rank #3.	Improved education	Improved education

### Level of Satisfaction on Various Community-Related Factors

Based on composite satisfaction scores (ratings 4 + 5)

	2005	2016
Rank #1.	Great place to raise a family	Great place to raise a family
Rank #2.	Friendliness	Small town atmosphere
Rank #3.	Small town atmosphere	Friendliness

Lowest composite satisfaction scores

	2005	2016
Rank #21	Lodging	Lodging
Rank #20	Job opportunities	Job opportunities
Rank #19	Affordable housing: Seniors, low income.	Affordable housing: Seniors/low income

### Desired Areas of Improvement

Top 4 responses in terms of times mentioned

2005	2016
Restaurants/dining	Restaurants/dining
Job opportunities	Community swimming pool
Shopping opportunities	Another grocery store
Lodging	Shopping opportunities

### Involvement in the Local Community

	2005	2016
Very involved	7%	5%
Somewhat involved	48%	55%

### **Time spent on various activities in the Greater Lowell Area**

Respondents who indicated they spend most of their time in Lowell

	<b>2005</b>	<b>2016</b>
Rank #1.	Grocery shopping	Grocery shopping
Rank #2.	Services (plumbing, lawn, etc.)	Services (plumbing, lawn, auto repair)
Rank #3.	Health services/pharmacies	Health services/pharmacies

### **Local publications read regularly**

Based on percentage of responses

	<b>2005</b>	<b>2016</b>
Rank #1.	<i>Buyers Guide</i>	<i>Buyers Guide</i>
Rank #2.	<i>Grand Rapids Press</i>	<i>Lowell Ledger</i>
Rank #3.	<i>Lowell Ledger</i>	<i>Grand Rapids Press</i>

### **Work Status**

Based on percentage of responses

	<b>2005</b>	<b>2016</b>
Full-time	60%	46%
Part-time	10%	8%

### **Years Lived in the Lowell Area**

	<b>2005</b>	<b>2016</b>
10-14 years	10%	9%
15-plus years	56%	59%

### **Household Income**

	<b>2005</b>	<b>2016</b>
Household income \$60,000-plus	47%	47%

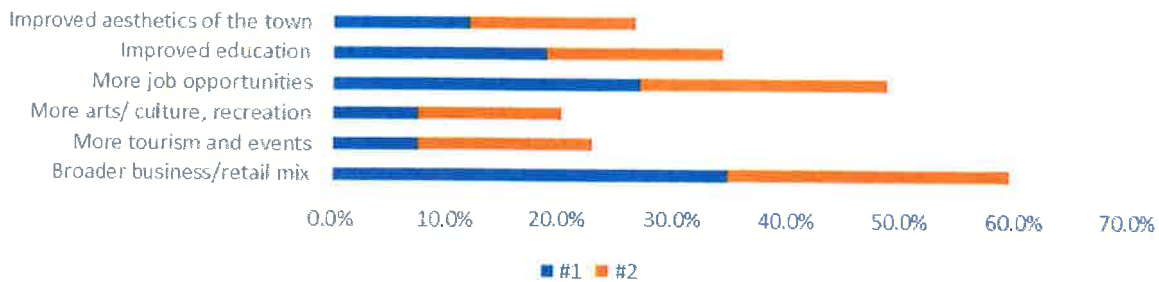
## Summary Findings (2016 Study)

### Ranking of major management issues for the local community

Regarding management priorities based on composite scores (first and second rankings combined), a broader business/retail mix ranks first (60%), followed more job opportunities (49%), and improved education (34%). Survey findings are summarized below:

Rankings of Management of the Greater Lowell Area Composite (Rank #1 + #2)	Broader business/retail mix	More tourism and events	More arts/ culture, recreation	More job opportunities	Improved education	Improved aesthetics of the town
	59.7%	23.1%	20.4%	48.8%	34.4%	26.7%

### Management Factors of Greater Lowell Area Rank 1 & 2 Combined



## Summary Findings Continued

### Level of satisfaction on various community-related activities

The chart below shows composite satisfaction ratings (4 + 5) for the Greater Lowell Area overall. Overall, Lowell received an Overall Satisfaction score of 85%, which is excellent. The chart and table below show survey findings by individual activity.



% Satisfied		% Satisfied	
a. Affordable housing for Senior/low income	22.2%	l. Pedestrian friendly	56.1%
b. Arts/cultural opportunities	52.5%	m. Physical setting	71.5%
c. Business opportunities	25.8%	n. Quietness (serene)	71.9%
d. Clean environment	63.3%	o. Recreational opportunities	50.2%
e. Entertainment (shows, movies)	52.5%	p. Restaurants/dining	34.8%
f. Friendliness	81.4%	q. Safety of community	77.8%
g. Great place to raise a family	86.4%	r. Schools	80.5%
h. Hunting/fishing	52.9%	s. Service & professional business	48.4%
i. Job opportunities	17.6%	t. Shopping opportunities	29.0%
j. Lodging	10.4%	u. Small town atmosphere	85.5%
k. Low cost of living	24.9%	<b>Overall, how to rate Lowell?</b>	<b>85.1%</b>

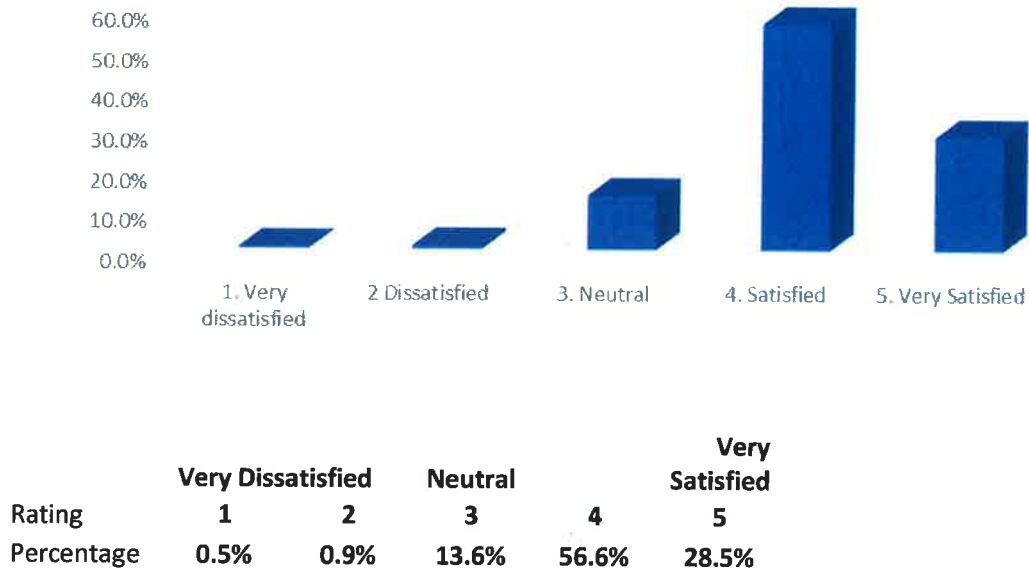
## Summary Findings Continued

Based on composite satisfaction scores (ratings 4 + 5), the highest scores are for *Lowell as a great place to raise a family, small town atmosphere, and friendliness*. The lowest composite satisfaction scores are for *lodging, job opportunities, and affordable housing for seniors & low income workers*.

If we look at composite scores, we note that scores range from a low of 10% to a high of 86%, a 76-point difference. This large spread shows that respondents provided thoughtful answers to the various questions on satisfaction. When respondents gloss over questions they tend to pick safe, in-between ratings like 3 or 4. However, this is clearly not the case in this study given the vast differences in composite scores noted above.

The chart below shows overall findings for Lowell. Only about 1.5% of respondents indicated any dissatisfaction (1 + 2) with Lowell. Overall, Lowell receives a composite % satisfied score (4 + 5) of 85%.

Overall, how do you rate Lowell?





## **Summary Findings Continued**

### **Involvement**

Over 59% of respondents indicated they are at least somewhat involved with their local community (Lowell). Reasons cited include: church activities, school events, shopping, and volunteer work.

### **Lowell Buck\$ Program**

Among respondents, 33% indicated they have heard of the Lowell Buck\$ program; whereas, 16.7% have purchased or plan to purchase Lowell Buck\$ (i.e., about half of the aware respondents).

It is also noted that two-thirds of respondents have not heard of the program. This represents a rather large group that needs to be informed of the Lowell Buck\$ program.

### **Desired Improvements/Projects**

The most often cited or requested improvements/projects are:

1. More dining places/restaurants are needed (16 write-ins)
2. Community swimming pool (14 write-ins)
3. Another grocery store (besides Meijer's, for convenience) (7 responses).
4. More shopping/retail stores (5 responses)

### **Time Spend Locally by Residents rather than Grand Rapids**

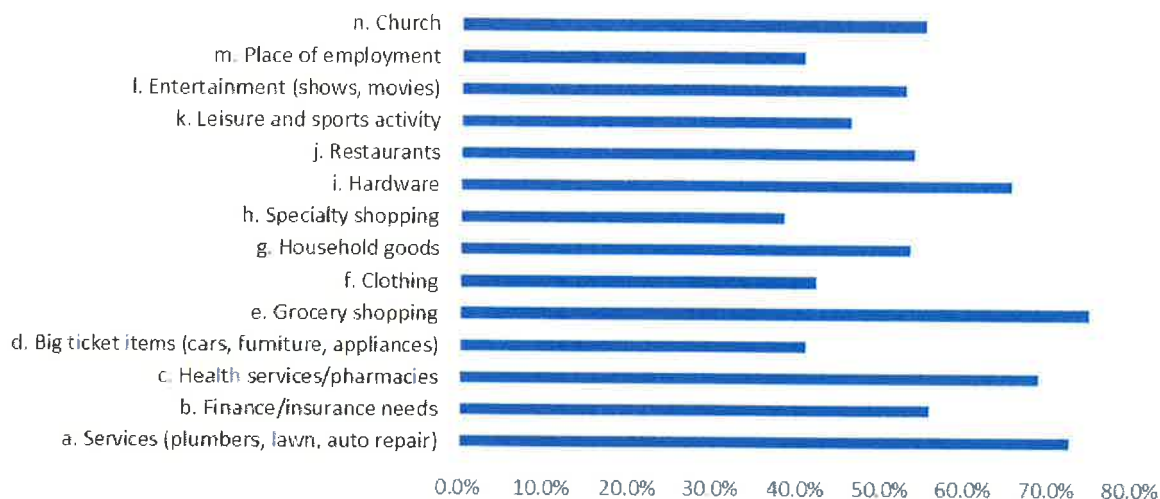
Respondents were also asked to indicate how much time they spend on various activities in Lowell rather than Grand Rapids. On average, Lowell residence spent the most time grocery shopping in Lowell (75%), followed by using local services (73%), and healthcare/pharmacies (69%).

The least amount of local activities/shopping was spent going to specialty stores (39%), big ticket items (41%), and clothing stores (42%). Note: travel to place of employment is not mentioned here because of the high numbers of retirees who don't travel to work.

Here it is noted that the time spent locally ranges from a low of 39% to a high of 75%.

Overall, across all activities, Lowell residents spend about 55% of their time locally (on average) rather than going to Grand Rapids. Details are shown on the following page.

### Time Spent Using (Shopping In) Lowell vs. Grand Rapids Average Percentage Scores



#### Activities:

#### Average Percentage Score

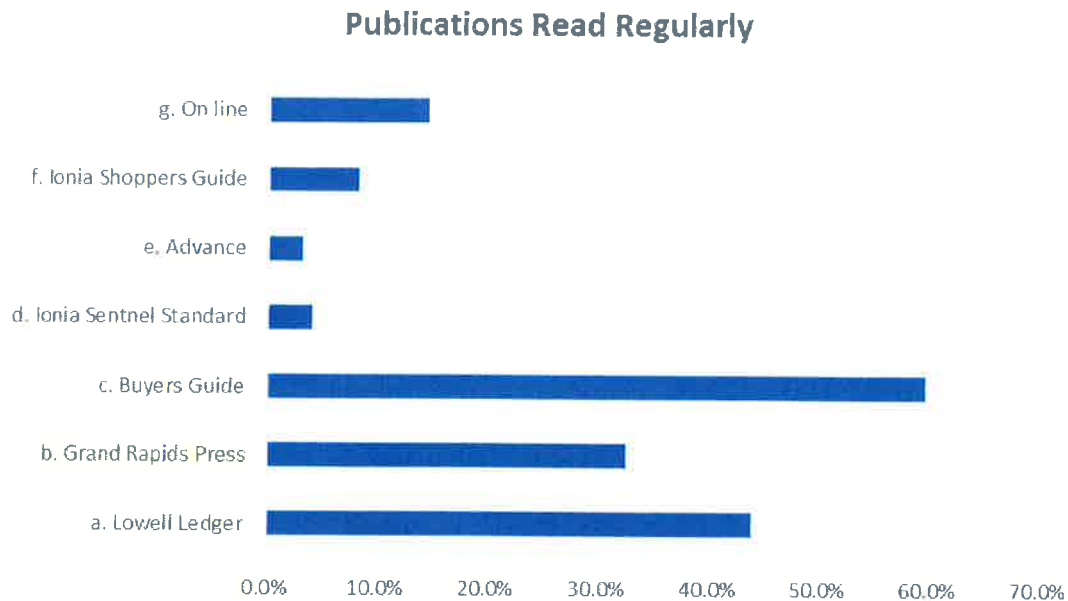
a. Services (plumbers, lawn, auto repair)	72.8%
b. Finance/insurance needs	55.8%
c. Health services/pharmacies	69.0%
d. Big ticket items (cars, furniture, appliances)	41.2%
e. Grocery shopping	75.1%
f. Clothing	42.4%
g. Household goods	53.5%
h. Specialty shopping	38.5%
i. Hardware	65.6%
j. Restaurants	54.0%
k. Leisure and sports activity	46.3%
l. Entertainment (shows, movies)	53.0%
m. Place of employment	40.8%
n. Church	55.3%
<b>Average of all scores</b>	<b>54.5%</b>

Note: Regarding “place of employee” above, it is noted here that 30.8% of respondents indicated they are retired, accounting for much of the low percentage observed in the study.

## Summary Findings Continued

### Publications Read Regularly by Lowell Residents

The *Buyers Guide* was read regularly by the largest number of respondents (60%), followed by *Lowell Register* (44%), and the *Grand Rapids Press* (33%). Survey findings are summarized below.

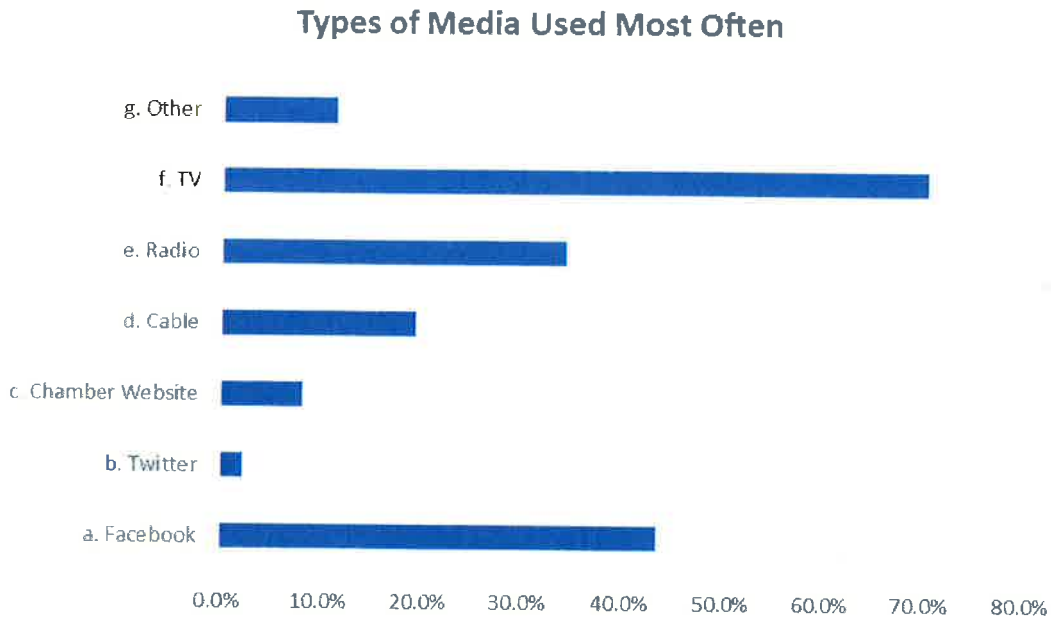


Publications:	Yes
a. Lowell Ledger	43.9%
b. Grand Rapids Press	32.6%
c. Buyers Guide	59.7%
d. Ionia Sentinel Standard	4.1%
e. Advance	3.2%
f. Ionia Shoppers Guide	8.1%
g. On line	14.5%

## Summary Findings Continued

### Types of Media Used Most Often

TV is the media used by the clear majority of respondents (71%). Next comes Facebook with 43% of respondents using this media. Survey findings are summarized below.



Types of media:	Yes
a. Facebook	43.4%
b. Twitter	2.3%
c. Chamber Website	8.1%
d. Cable	19.5%
e. Radio	34.4%
f. TV	70.6%
g. Other	11.3%

## **Summary Findings Continued**

### **Why Lowell Area residents don't shop in the Greater Lowell Area**

The most often cited reason for not shopping locally is because of limited selection/options, lack of variety/choices, or simply the item is not available locally (71 write-ins). The second most often cited reason was cost/pricing/expense (39 write-ins). This response was often associated with availability/selection/variety.

### **General information about Lowell Area home owners**

Respondents were asked to provide basic information about themselves for classification purposes. Some key findings are:

- At least 47% of households have incomes of \$60,000-plus
- About 22% of households have just one member
- About 77% of respondents are 40 years or older
- At least 74% have attended college or have special training beyond high school

# **DETAILED ANALYSIS**

## Detailed Analysis

Base = 291

**Q1. Please indicate how you would like to see the Greater Lowell Area managed by ranking the following factors in order of importance, where 1=first, 2=second, and so on.**

<b>Rank</b>	<b>Broader business/retail mix</b>	<b>More tourism and events</b>	<b>More arts/ culture, recreation</b>	<b>More job opportunities</b>	<b>Improved education</b>	<b>Improved aesthetics of the town</b>
#1	34.8%	7.7%	7.7%	27.1%	19.0%	12.2%
#2	24.9%	15.4%	12.7%	21.7%	15.4%	14.5%
#3	15.8%	13.1%	16.3%	11.3%	13.1%	12.2%
#4	4.1%	26.7%	20.4%	4.5%	11.8%	11.8%
#5	6.8%	14.5%	15.8%	13.1%	14.0%	12.7%
#6	4.1%	9.0%	13.6%	10.4%	13.6%	24.0%
No opinion	9.5%	13.6%	13.6%	11.8%	13.1%	12.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Composite (Rank #1 + #2)</b>	59.7%	23.1%	20.4%	48.8%	34.4%	26.7%

**Q2. Please indicate your level of satisfaction on each of the following, using a 5-point scale.**

*Figures are in percentages.*

	<b>Very Dissatisfied</b>		<b>Neutral</b>		<b>Very Satisfied</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a. Affordable housing for Senior or low income earners	7.7%	14.5%	55.7%	13.1%	9.0%
b. Arts/cultural opportunities	0.9%	6.3%	40.3%	41.6%	10.9%
c. Business opportunities	3.6%	16.3%	53.8%	20.4%	5.4%
d. Clean environment	4.5%	10.4%	21.7%	47.1%	16.3%
e. Entertainment (shows, movies)	0.9%	10.9%	35.7%	35.7%	16.7%
f. Friendliness	0.5%	2.3%	15.8%	42.1%	39.4%
g. Great place to raise a family	0.5%	0.5%	12.7%	34.8%	51.6%
h. Hunting/fishing	0.9%	3.6%	42.5%	34.8%	18.1%
i. Job opportunities	3.2%	27.6%	51.6%	15.8%	1.8%
j. Lodging	12.7%	38.0%	38.9%	7.7%	2.7%
k. Low cost of living	6.3%	27.6%	41.2%	20.8%	4.1%
l. Pedestrian friendly	3.6%	9.5%	30.8%	42.1%	14.0%
m. Physical setting	0.5%	3.6%	24.4%	45.2%	26.2%
n. Quietness (serene)	0.9%	3.6%	23.5%	48.9%	23.1%
o. Recreational opportunities	0.5%	9.5%	39.8%	37.6%	12.7%
p. Restaurants/dining	9.5%	31.2%	24.4%	25.3%	9.5%
q. Safety of community	0.0%	1.8%	20.4%	49.8%	28.1%
r. Schools	0.9%	3.2%	15.4%	33.9%	46.6%
s. Service & professional business	1.4%	8.6%	41.6%	37.6%	10.9%
t. Shopping opportunities	4.1%	33.0%	33.9%	21.7%	7.2%
u. Small town atmosphere	0.5%	0.9%	13.1%	48.0%	37.6%
<b>Overall, how do you rate Lowell?</b>	<b>0.5%</b>	<b>0.9%</b>	<b>13.6%</b>	<b>56.6%</b>	<b>28.5%</b>



**Q3-4. Involvement**

	<b>Not Involved</b>	<b>Somewhat Involved</b>	<b>Very Involved</b>
3. Overall, how involved to you feel you are in your local community?	40.3%	54.8%	4.5%
	<b>Yes</b>	<b>No</b>	<b>Not sure, Undecided</b>
4. Have you heard of our new community currency program Lowell Buck\$?	33.0%	66.1%	0.9%
4a. Have purchased or plan to purchase Lowell Buck\$ in the future?	16.7%	56.6%	26.7%

**Q5. What improvement/project/addition would you like to see our  
community undertake?**

Below are the most often cited improvements/projects/additions desired in Lowell.

1. More dining places/restaurants (16 write-ins)
2. Community swimming pool (14 write-ins)
3. Another grocery store (besides Meijer's, for convenience) (7 responses).
4. More shopping/retail stores (5 responses)

Also noted is repair/re-pave roads, dislike of bio-digester, and clean up junk yards.

See Respondents' Comments Section for a more detailed breakdown of comments.

**Q6. Of the activities listed below, please indicate the percentage of time you would us (shop in) Lowell rather than Grand Rapids or other towns?**

<b>Activities:</b>	<b>0% - 19%</b>	<b>20% - 39%</b>	<b>40% - 59%</b>	<b>60% - 79%</b>	<b>80% - 100%</b>	<b>N.A./No Opinion</b>	<b>Average of activities *</b>
a. Services (plumbers, lawn, auto repair)	4.5%	6.8%	10.0%	22.2%	50.2%	6.3%	72.8%
b. Finance/insurance needs	19.0%	10.9%	13.6%	22.2%	27.6%	6.8%	55.8%
c. Health services/pharmacies	6.3%	8.1%	9.5%	23.5%	44.8%	7.7%	69.0%
d. Big ticket items (cars, furniture, appliances)	26.7%	21.7%	21.3%	12.2%	11.3%	6.8%	41.2%
e. Grocery shopping	3.2%	7.7%	9.5%	19.0%	55.2%	5.4%	75.1%
f. Clothing	24.9%	24.9%	19.5%	14.0%	11.3%	5.4%	42.4%
g. Household goods	11.3%	19.0%	27.1%	14.5%	21.7%	6.3%	53.5%
h. Specialty shopping	24.4%	26.7%	21.7%	14.0%	5.4%	7.7%	38.5%
i. Hardware	5.0%	12.7%	15.4%	27.6%	33.5%	5.9%	65.6%
j. Restaurants	5.4%	24.4%	28.1%	19.5%	16.7%	5.9%	54.0%
k. Leisure and sports activity	17.6%	14.5%	28.1%	18.1%	11.8%	10.0%	46.3%
l. Entertainment (shows, movies)	10.9%	19.0%	22.2%	20.4%	19.5%	8.1%	53.0%
m. Place of employment	38.5%	10.0%	10.4%	7.7%	23.1%	10.4%	40.8%
n. Church	24.9%	6.3%	12.2%	7.2%	40.3%	9.0%	55.3%
							<b>54.5%</b>

N.A. = Not applicable (no opinion). For example, not everyone goes to church regularly, retired people may not work, and so on.

\* When all activities are considered and treated equally, and weighted by the midpoints of the specified percentages, we find that 54.5% of the time, respondents use local services. No opinion responses are removed from this analysis.

**Q7. Which of the following publications do you read regularly?**

<b>Publications:</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
a. Lowell Ledger	43.9%	56.1%	100.0%
b. Grand Rapids Press	32.6%	67.4%	100.0%
c. Buyers Guide	59.7%	40.3%	100.0%
d. Ionia Sentinel Standard	4.1%	95.9%	100.0%
e. Advance	3.2%	96.8%	100.0%
f. Ionia Shoppers Guide	8.1%	91.9%	100.0%
g. On line	14.5%	85.5%	100.0%

**Q7a. What type of Media to you use most for information/events?**

<b>Types of media:</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
a. Facebook	43.4%	56.6%	100.0%
b. Twitter	2.3%	97.7%	100.0%
c. Chamber Website	8.1%	91.9%	100.0%
d. Cable	19.5%	80.5%	100.0%
e. Radio	34.4%	65.6%	100.0%
f. TV	70.6%	29.4%	100.0%
g. Other	11.3%	88.7%	100.0%

**Q7b. If you shop outside of the Greater Lowell Area, why?**

The most often cited responses was:

Availability/selection/variety/options/choices (71 responses based on key word count)

Cost/Pricing/Less expensive (39 responses, often associated with the above)

**Q8. Please indicate your work status by checking the category that best describes your situation?**

<b>Work status:</b>	<b>%</b>
Employed full-time	45.7%
Employed part-time	7.7%
Unemployed	3.6%
Laid-off	0.0%
Retired	30.8%
Home maker	4.1%
Other	3.2%
No answer	5.0%
<b>Total</b>	<b>100.0%</b>

**Q9. How long have you lived in the Lowell area?**

<b>Years lived in Lowell:</b>	<b>%</b>
0 - 1 years	7.7%
2 - 4 years	13.6%
5 - 9 years	7.7%
10 - 14 years	8.6%
15 - plus years	58.8%
No answer	3.6%
<b>Total</b>	<b>100.0%</b>

**Q10. Please indicate your level of income (all members of household)**

<b>Income:</b>	<b>%</b>
\$0 - 20,000	10.0%
\$20,000 - 39,999	19.0%
\$40,000 - 59,999	13.1%
\$60,000 - 79,999	17.6%
\$80,000 - 99,999	8.6%
\$100,000 - 124,999	10.0%
\$125,000 - 149,999	6.3%
\$150,000 - 200,000	3.6%
\$200,000 - plus	0.5%
No answer	11.3%
<b>Total</b>	<b>100.0%</b>

**Q11. How many people including yourself live at your residence?**

<b>Living at Residence</b>	<b>%</b>
1 person (myself)	21.7%
2 people	37.6%
3	14.5%
4	10.4%
5	5.9%
6 - plus	4.1%
No answer	5.9%
<b>Total</b>	<b>100.0%</b>

**Q12. And lastly for classification purposes, please tell us ...**

<b>Your age:</b>	<b>%</b>
Less than 20	0.5%
20 - 29 years' old	5.0%
30 - 39	14.0%
40 - 49	18.6%
50 - plus	57.9%
No answer	4.1%
<b>Total</b>	<b>100.0%</b>

<b>Gender:</b>	<b>%</b>
Male	37.6%
Female	54.3%
No answer	7.1%
<b>Total</b>	<b>100.0%</b>

<b>Level of education:</b>	<b>%</b>
High school	20.4%
1-2 years	29.9%
Undergraduate	14.0%
Graduate	28.1%
Doctorate	1.8%
Other (trade, etc.)	1.4%
No answer	4.5%
<b>Total</b>	<b>100.0%</b>

# **RESPONDENTS' COMMENTS**

## Respondents' Comments

### Q3. How are you involved, if applicable?

Arts, blood drive, shop locally  
Donations  
Attend events, visit parks  
Attend meetings  
Bark for life, art festival, use local restaurants  
Better fast foods  
Business (2)  
Business events, school activities  
Charitable donations  
Christmas through Lowell  
Church  
Church activities  
Church and food mobile  
Church, FROM  
Church, Lake Association, Shopping, arts/cultural events  
Church, school  
Church, volunteering  
Civic organizations, church  
Clean up environment, recycling center  
Coaching of kids  
Cook at Sneaker's feeding many of the board walkers  
Donations  
Elections  
Follow news and events closely  
Food Mobiles and fair grounds  
FROM, LMS  
Help keep clean, recycle  
Help neighbors  
Helping senior neighbors, church  
I clean facilities in town, attend entertainment activities, dine here  
I employ local tradesmen (builder)  
I'm a resident for only 4 months  
Involved with Schools  
Kid in school, sports, cub scouts, shop here.  
Kids' school, sports  
Know a lot of business owners  
Less expensive restaurant with normal food  
Lowell Museum  
More cell service by more homes  
More restaurants (2)

Participate in River Walk  
 Pink arrow project  
 Pink Arrow Quiver, Lasso, Girls on the Run.  
 Pink Arrow, football/sports  
 Retired now, involved year's ago  
 Rotary Club, Chamber  
 School  
 School games; local holidays  
 School sports  
 School, Chamber events  
 Schools  
 Schools/sports, church  
 Self-help program  
 Senior neighbors  
 Served on a board  
 Shop and dine here  
 Shop in Lowell; attend church  
 Shop local first; attend LHS sporting events  
 Substitute teaching, tutor  
 Support Flat River out-reach since start  
 Support local sellers  
 Teacher/KCYF arts superintendent  
 Volunteer at church events  
 Volunteer FROM, church  
 Volunteer work  
 Volunteer, high school  
 Voting, voicing opinions  
 YMCA, Volunteer, attend youth events

**Q5. What improvement/project/addition would you like to see our community undertake?**

**More restaurants/dining places (16 responses) ....**

[Family (2), Applebee's (2), Bob Evans (1), Chicken (1), KFC (3), Wendy's (2), Mexican (1), Restaurant along Riverwalk (1), More restaurants (5)]

**A community pool (14 responses)**

Advertise available places to rent; need Wendy's  
 Alternative to Meijer's; sidewalks on Maple St.  
 An improved performing arts center  
 Another grocery store [smaller than Meijer's (4), Kroger's (1), another grocery store for convenience (2)]  
 Better access to the Internet  
 Better crosswalks for downtown  
 Better play area for animals, kids, family  
 Better road conditions in town  
 Better stage for summer concerts; fix the showboat; fill vacant buildings downtown.  
 Bigger hotel; KFC; more businesses  
 Bike trail



Bring in Bob Evans, KFC, Bakery  
 Clean up junk yard across from Meijer's  
 Clean up Main St. all the way to Meijer's  
 Cleaner, less expensive, restaurants  
 Community splash pad  
 Do something with the park behind Walgreens  
 Doing just great!  
 Easier to travel through town at rush hour  
 Fence off the junk businesses so you don't see the junk  
 Fewer bars  
 Fewer bars  
 Fix roads; bike paths finished  
 Fix RR on S, Hudson & side roads  
 Fix sidewalks  
 Fix small ball politics of government; the bio digester is disgusting.  
 Fix the roads, priority: Lincoln Lake  
 Foster small business, job mentoring and training  
 Fulton/Main St, is risky to cross - help pedestrians at crosswalk.  
 Furnish garbage/recycle day to clean out yards, garages, basements.  
 Get box store (Home Depot)  
 Get rid of bio-digester  
 Get rid of Lowell Forward - they go backwards and give Lowell a bad name.  
 Golf carts in summer (street legal); paint upper buildings in town (trims, windows).  
 Grocery store management or bring in competition  
 Have more than Meijer's (2)  
 Health/Fitness/Rec Center, YMCD with pool  
 Home improvement, Walmart, restaurants.  
 Improve roads  
 Infrastructure  
 Joint effort of city and school for a pool  
 Like Lowell to be more refined without losing its small-town atmosphere, like Rockford, Ada  
 Lower prices on water; turn signals on all sides at Main St, stoplight. Change Lowell slogan from It's not the next best place to It's the best place.  
 Lower taxes - their too high  
 Mark dedicated bike lanes; affordable housing; alternative to Meijer's.  
 More shopping; clean up tractor dump yard across from Meijer's on Main St.  
 More affordable housing, community pool  
 More affordable rental housing; more fast food options  
 More affordable senior housing and a pool  
 More community activities  
 More dining places/restaurants (16)  
 More entertainment options (bowling, family things)  
 More flowers  
 More job opportunities  
 More places to rent for low income people; more places to eat/shop

More playground equipment in parks.  
 More recreation: walking and bike trails  
 More retail/shopping (5)  
 More riverfront development  
 More variety of food stores  
 Need swimming pool (school swim team), rehabilitation center  
 On street parking stopped, very happy about Main St.  
 Permanent stage for events  
 Positive business actions  
 Project behind Walgreens finished  
 Renovate empty buildings downtown  
 Repair streets  
 Re-pave Washington St.  
 Revive the Lowell Showboat  
 Sidewalks outside of town are horrendous; foliage needs attention.  
 Safe walking/biking path over river  
 Somewhere to shop besides Meijer's  
 Sports bar with lower prices  
 Too many auto parts stores  
 Trails/roads; more dining places  
 Walking/biking path near river  
 Walking/biking trail (off-road like Rockford); larger YMCA with pool; more restaurants

**Q7. Which of the following publications to you read regularly? Other responses .....**

Huffington Post, M live, NY Times  
 Internet (2)  
 M Live  
 Phone apps  
 Satellite  
 Word of mouth

**Q7. What types of media do use the most for information/events? Other responses ...**

Dish  
 Google  
 Internet (2)  
 Newspaper (2)  
 Telephone book  
 YouTube

**Q7. If you shop outside of the Greater Lowell Area, why?**

Always shop in GR (3)

Appliances

Availability (clothing, appliances)

Availability (furniture, big household items)

Availability, price/Cost (3)

Availability (19 responses)

Availability of stores (books, furniture, electronics, hardware)

Better choices/deals (3)

Better choices, pricing (2)

Better deals or closer to house

Better price (2)

Better pricing, convenience

Better selection (7)

Better selection and cost (2)

Better selection and pricing in G.R. (have friends there)

Broader selection of goods

Can't find it in Lowell

Cat food

Change of scenery

Cheaper, greater variety, near where I work

Choices in products/stores (4)

Choices, price

Closer and more choices

Clothes

Clothes, Costco

Clothing choices are limited

Clothing family desires, not Available

Clothing, tools - better selection

Competition

Convenience (near office)

Costco

Different stores than in Lowell

Dining and shopping

Don't have item or its cheaper

Elitist, unpleasant in Lowell; diversity

First Lowell, then outside

For certain stores

Go to a specific store

Go to GR, from there

Go where products/services are.

Greater variety

Greater variety (groceries, home goods, clothes)

Greater variety, odd ball items  
 Groceries - dissatisfied with Meijer's  
 Have routine doctor's appointment in GR  
 If I get it here.  
 Items not Available in Lowell  
 Items not Available in Lowell (bulk, shoes)  
 It's cheaper  
 Less expensive  
 Limited good stores in Lowell  
 Limited options in clothing in Lowell  
 Location  
 Lowell doesn't have everything  
 Malls  
 Meijer  
 More choices/options in stores/products (14)  
 More choices, better pricing (3)  
 More choices, like clothing  
 More competitive (lower) prices  
 More options for clothing, beauty; lower cost for hardware items  
 More options, and cost  
 More options, clothing stores are too expensive  
 More selection, better prices  
 More variety (like clothes, big ticket items)  
 No department store for variety  
 No Kroger's in Lowell  
 No specialty shops; not into antiques  
 Not Available in Lowell (4)  
 Not enough places in Lowell (2)  
 Only one grocery store, limited retail (clothing)  
 Options, price  
 Prices/cheaper (4)  
 Price on big ticket items  
 Price, variety  
 Products - price  
 Restaurants (Bob Evans, Panera Bread)  
 Sales  
 Selection (4)  
 Selection (Home Depot)  
 Selection, price  
 Sometimes, if can't get in Lowell (2)  
 Specialty items (3)  
 To get clothing and household items.  
 Types of stores  
 Variety (6)  
 Variety and price (9)

Walmart

We only have one choice of groceries and Lowell Meijer's is horrible.

When bored

When they don't have - what we need.

Women's clothing

Work outside of Lowell

**Q8. Please indicate your work status? Other responses ...**

Business owner

Disabled (2)

Looking for job

Self-employed (2)

**Q12. Please tell us your - level of education? Other responses ...**

8th grade

Trade (2)

Trade school (Medical Adm.)

# **APPENDIX**

## **SAMPLE MAIL SURVEY**



## **Aegis Marketing Research**

1515 Michigan St. NE \* Grand Rapids, Michigan 49503-2030

**May we have a moment of your time**

**to participate in an important study**

**for the Greater Lowell Area?**

**The objective of the Lowell Area Chamber of Commerce is to promote the commercial welfare of the Lowell area, making the area a desirable location for capital investment and residence, also to promote the quality of life and harmony among the business and residential communities.**

To accomplish this, the Lowell Area Chamber of Commerce has asked our firm to determine the attitudes and opinions of the local community to better advise them on how to market Lowell and improve community development. Your answers will help guide their efforts to improve conditions for the Greater Lowell Area, as well as you and your family.

You can answer the simple check-off type questions in just a couple of minutes. Your answers will be treated confidentially and used only in combination with others for a composite picture. You are not asked to identify yourself. Please take a few minutes to complete the questionnaire and return it in the convenient pre-paid reply envelope.

On behalf of the Lowell Area Chamber of Commerce, we'd like to thank you for your assistance and participation in this very important project.

**Cordially,**

**Terry Ferrell  
Research Director**

**P.S. Please accept the enclosed crisp two-dollar bill as token of our appreciation.  
And, thanks once again for your help.**

## ATTITUDE & OPINION SURVEY FOR THE GREATER LOWELL AREA

**1. Please indicate how you would like to see the Greater Lowell Area managed by ranking the following factors in order of importance, where 1=first or most important, 2=second, and so on.**

### Rank

Broader business/retail mix	_____	More job opportunities	_____
More tourism and events	_____	Improved education	_____
More arts/culture and recreation	_____	Improved aesthetics of the town	_____

**2. Please indicate your level of satisfaction on each of the following, using a 5-point scale where 1=Very dissatisfied, 2=Dissatisfied, 3=Neutral/Undecided (neither dissatisfied nor satisfied), 4=Satisfied, and 5=Very Satisfied.**

		Very Dissatisfied		Neutral	Very Satisfied	
		1	2	3	4	5
a	Affordable housing for Senior or low income earners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	Arts/cultural opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	Business opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	Clean environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	Entertainment (shows, movies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f	Friendliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g	Great place to raise a family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h	Hunting/fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i	Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j	Lodging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k	Low cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l	Pedestrian-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m	Physical setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n	Quietness (serene)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o	Recreational opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p	Restaurants/dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q	Safety of community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r	Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s	Service & professional business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t	Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u	Small town atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Overall, how do you rate Lowell?</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. Overall, how involved do you feel you are in your local community?**

☐ Not involved      ☐ Somewhat Involved      ☐ Very Involved  
How are you involved, if applicable? \_\_\_\_\_

**4. Have you heard of our new community currency program Lowell Buck\$**      Yes ☐      No ☐

**4a. Have you purchased or plan to purchase Lowell\$ in the future?**      Yes ☐      No ☐

**5. What improvement/project/addition would like to see our community undertake?**

---



**6. Of the activities listed below, please indicate the percentage of time you would use (shop in) Lowell rather than Grand Rapids or other towns?**

		0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 100%
a	Services (plumbers, lawn, auto repair)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	Finance/insurance needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	Health services/pharmacies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	Big ticket items (cars, furniture, appliances)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	Grocery shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f	Clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g	Household goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h	Specialty shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i	Hardware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j	Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k	Leisure and sports activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l	Entertainment (shows, movies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m	Place of employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n	Church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. Which of the following publications do you regularly read?**

☐ Lowell Ledger      ☐ Buyers Guide      ☐ Advance      ☐ Online Publications  
☐ Grand Rapids Press    ☐ Ionia Sentinel Standard    ☐ Ionia Shoppers Guide      \_\_\_\_\_

**7a. What types of Media do you use most for information/events?**

☐ Facebook    ☐ Twitter    ☐ Chamber Website      ☐ Cable  
☐ Radio      ☐ TV      ☐ Other: \_\_\_\_\_

**7b. When you don't use or shop in the Greater Lowell Area, why?**

\_\_\_\_\_

**8. Please indicate your work status by checking the category that best describes your situation.**

☐ Employed full-time    ☐ Employed part-time    ☐ Unemployed      ☐ Laid-off  
☐ Retired      ☐ Home maker      ☐ Other: \_\_\_\_\_

**9. How long have you lived in the Lowell area?**

☐ 0-1 year    ☐ 2-4 years    ☐ 5-9 years    ☐ 10-14 years    ☐ 15-plus years.

**10. Please indicate your income level (all members of household).**

☐ \$0-20,000      ☐ \$20,000-39,999      ☐ \$40,000-59,999    ☐ \$60,000-79,999    ☐ \$80,000-99,999  
☐ \$100,000-124,000    ☐ \$125,000-149,999    ☐ \$150,000-200,000    ☐ \$200,000 plus

**11. How many people including yourself live at your residence?**    ☐ 1    ☐ 2    ☐ 3    ☐ 4    ☐ 5    ☐ 6-plus

**12. And lastly, for classification purposes, please tell us your...**

**Approximate age**    ☐ Less than 20    ☐ 20-29    ☐ 30-39    ☐ 40-49    ☐ 50-plus  
**Gender**      ☐ Male      ☐ Female  
**Level of education**    ☐ High school    ☐ 1-2 years of college      ☐ Undergrad  
☐ Graduate      ☐ Doctorate      ☐ Other \_\_\_\_\_

**Thank You!**

**THE LOWELL AREA CHAMBER  
OF COMMERCE**

**A STUDY OF THE BUSINESS CLIMATE  
IN THE LOWELL AREA  
February 2016**

**Prepared by:  
The Aegis Group**

## **TABLE OF CONTENTS**

<b>OVERVIEW</b>	
Purpose	<b>3</b>
Scope	<b>3</b>
Discussion	<b>3</b>
Study Objectives	<b>4</b>
Data Collection Efforts	<b>4</b>
Profile of Respondents	<b>5</b>
<b>EXECUTIVE SUMMARY</b>	<b>7</b>
<b>SUMMARY OF FINDINGS</b>	<b>9</b>
<b>DETAILED ANALYSIS</b>	<b>19</b>
<b>RESPONDENTS' COMMENTS (Verbatim Responses)</b>	<b>27</b>
<b>APPENDIX</b>	
Sample Phone Script	<b>31</b>

**Total pages, 33**

## **Overview**

### **Purpose**

The primary objective of this research is to provide the Lowell Area Chamber of Commerce with market intelligence about the business community and the local population to assist in the development of a Market Plan, which will promote the Lowell Area as an attractive area to work, raise a family, start a business, relocate a plant, shop, dine and enjoy its many other amenities.

### **Scope**

The scope of the Community Wide Business Market Plan includes the entire Lowell area, not just the downtown business area. This report deals with the attitudes and opinions of the local business community. A separate mail survey is being used to determine the attitudes and opinions of the local population (i.e., residents, consumers).

### **Discussion**

The basic data collection technique for the business community will be a phone survey; whereas, the local population will be canvassed via a mail survey.

A phone survey was recommended for the business community. The advantages of phone for this segment are:

- Phone is the most-effective method when gathering data on small samples (i.e., less than 200 significant businesses in the Lowell area).
- Phone contacts ensure that we obtain the stated quota (i.e., 100 interviews), and by cycling through all contact names several times, a reliable overall picture emerges naturally from the data.
- Phone interviewing is more personable and allows for an exchange between the interviewer and respondent so that we are better able to detect the extent to which businesses are likely to “buy in” to the idea of marketing Lowell.
- Phone interviewing is good PR. By giving businesses the opportunity to voice their opinions improves the likelihood that they will contribute to Lowell’s overall market/promotional effort.

## **Research Objectives**

This study is designed and intended to accomplish the following:

- Rate local government entities on various issues.
- Determine the relative importance of various factors affecting the business environment.
- Determine the level of agreement on statements dealing with the contribution made by various elements of the local community.
- Evaluate the business climate and trends in the Lowell Area.
- Measure what areas need greater emphasis (natural, agricultural, residential, commercial, and industrial).
- Determine the level of support on various possible initiatives.
- Obtain an overall rating on the business climate in the Lowell Area, and whether the business climate has improved, or not.
- Given an acceptable Community Wide Business Marketing Plan, how likely are respondents to contribute to such a plan?
- Investigate changes from 2005 to 2016, if possible given the changes made in the 2016 script.

## **Data Collection Efforts**

The Aegis Group completed 100 personal interviews via phone among Lowell Area businesses. Contacts names were supplied by The Lowell Area Chamber of Commerce.

The interviews lasted about 10 to 15 minutes. A structured phone script was used to quantify the attitudes and opinions of local business respondents.

The 2016 phone script was updated since the 2005 study. This was done to remove items that were no longer applicable and add current items of interest. Therefore, 2016 and 2005 survey figures are not always comparable.

Aegis' interviewers cycled through the names at least three times. This procedure ensures that every candidate on the list had an equal chance to participate. This procedure yields a random sample so that the figures can be safely projected to the total population of business establishments in the Lowell Area.

The Aegis Group only employs skilled and knowledgeable interviewers who have extensive business experience. They understand the importance and methods of gathering unbiased answers to questions.

## Profile of Respondents

The following table is a recap of respondent classification data. A more complete breakdown can be found in the Detailed Analysis section. The data below is provided as a quick and comprehensive review of respondent demographics.

### Profile of Survey Respondents

<b>Employees</b>	<b>2005</b>	<b>2016</b>
<20	92%	87%
20-plus	8%	13%

<b>Location</b>	<b>2005</b>	<b>2016</b>
Downtown	26%	21%
Uptown	N.A.	9%
Township	N.A.	14%
Independent bldg	30%	46%

Note: Categories were changed in 2016. N.A. = Not Asked.  
Not all categories are shown. Figures are not directly comparable.

<b>HQ/Branch?</b>	<b>2005</b>	<b>2016</b>
HQ	N.A.	82%
Branch	N.A.	7%
Franchise	N.A.	6%
No Answer	N.A.	5%

Note: this question was added in 2016.

<b>Age of Business</b>	<b>2005</b>	<b>2016</b>
< 20 years	64%	70%
20-plus years	36%	30%

<b>Title</b>	<b>2005</b>	<b>2016</b>
Owner/Partner/Pres/VP	80%	76%
Manager	10%	16%
Sales/Other	10%	8%

**Continued: Profile of Respondent**

<b>Type of Business</b>	<b>2005</b>	<b>2016</b>
Retail/dealer	17%	14%
Business services	17%	14%
Building contractor	10%	9%
Wholesale/distributor	1%	2%
Non-profit	6%	7%
Manufacturer	3%	7%
Restaurant	10%	12%
Other	36%	35%

Bases: 2005 (103 respondents); 2016 (100 respondents)

## EXECUTIVE SUMMARY

Regarding governance, we calculate composite scores that combine excellent and good scores. These composite scores ranged from a low of 64% on *input to land use planning and decisions* to a high of 92% on *local government is business friendly*. In fact, Lowell government improved upon every issue investigated.

Regarding the relative importance of various factors, *growth and development* ranks first (85%) once again when “important” and “vital” responses are combined. On this same measure, the *supply of skilled labor* ranks the lowest (45%). Interestingly, many communities throughout the country consider the supply of skilled labor to be inadequate – even a problem. Also, when community businesses are growing, the need for skilled labor naturally increases.

Business respondents overwhelmingly agree (98% agree or strongly agree) that *area schools are an attractive asset* and 97% agree that *recreation/cultural, local industry/business & special events* are making a positive contribution to the overall success of the community. Thus, the Lowell Area benefits from a wide blending of contributions made by various sources. The agreement level ranged from 86% to 98% for all areas investigated. These figures are quite impressive overall. It’s also noted that the Lowell Area Chamber (government) improved on all measures since 2005, and on balance, receives high marks from business respondents.

From the perspective of local businesses, 88% of the respondents think growth in the Lowell Area has been “just about right” for their business. The remaining responses were generally split between “too slow” and “too fast.” Therefore, we conclude that Lowell Area growth has been acceptable to the clear majority of businesses. This is further evidenced by noting that 88% of respondents also believe that the impact of growth on their business is neither negative or positive.

Survey findings show that respondents generally believe more emphasis should be placed on *commercial development* (48%), followed by *industrial development* (42%), *preservation of natural areas* (28%), *residential development* (24%), and lastly, *preservation of agricultural areas* (20%).

When it comes to possible initiatives, respondents overwhelmingly support *future downtown development* (88%), followed by *more development of the Riverwalk area* (84%), *hotel/motel and lodging* (82%). The lowest support level was for an *RV park/campground* (59%). All other areas investigated show scores exceeding 69%.

Overall, respondents rate the business climate in the Lowell Area as fair-to-excellent (98%). Only 2% rated the Lowell Area as poor. Furthermore, four times as many respondents think the business climate has improved versus gotten worse.



Given an acceptable Community Wide Business Marketing Plan to promote the Lowell Area, 32% of respondents indicated they are likely to participate financially. Another 66% of respondents are undecided. Very few respondents (2%) indicated they oppose the idea. Given the large percentage of undecided respondents, the Lowell Area Chamber of Commerce must sell (promote) this idea.

An encouraging finding is the high level of support for establishing a Community Wide Business Marketing Plan for the Lowell Area. In fact, 70% of business respondents specifically indicated they support this effort, while 29% were undecided or didn't answer. Finally, only 1% of respondents oppose this idea, which is encouraging.

Thus, we can conclude that businesses understand and favor continued development of a Community Wide Business Marketing Plan for the Lowell Area. However, many businesses will still need to be persuaded to support the plan financially.

## **Conclusion**

### **Assessing the Overall Attitudes of Business Respondents in Lowell**

Generally, the Lowell Chamber of Commerce shows improved scores among Lowell Area Businesses. Here are some key findings supporting this viewpoint.

1. Regarding business climate (Q1), a composite score combining excellent and good responses is calculated, and on this measure, Lowell ranks higher in 2016 compared to 2005 on every activity investigated. It's also noted here that Lowell ranks very high on being "business friendly."
2. Regarding opportunities investigated in Q3, we derived a composite % agree score that combines ratings 4 and 5. On this measure, Lowell ranks higher in 2016 compared to 2005 on every statement investigated. It is noted here that Lowell ranks extremely high on attractiveness of schools and recreation/cultural/special events.
3. When asked how businesses view the overall business climate in Lowell (Q7), we find that excellent scores jumped 10 points, while poor ratings declined by 4 points. This represents a net gain of 14 percentage points.

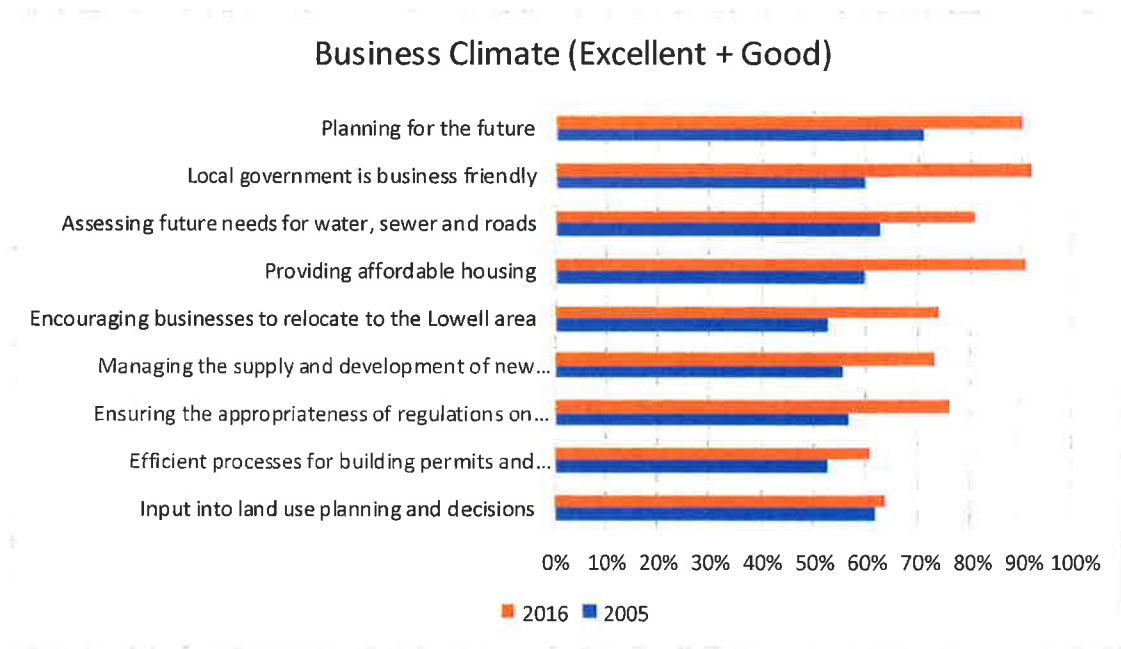
The above survey findings clearly show that new businesses should consider locating in Lowell. Further, the companion research conducted among Lowell residents reveals a strong desire to have a greater mix of new stores, restaurants, and other businesses to serve their local needs.

## SUMMARY OF FINDINGS

### Attitudes toward Local Government Entities

An overall composite score is derived by combining good and excellent scores. On this measure, local government entities rate the highest on *local government is business friendly* in 2016. Conversely, the lowest 2016 rating is on *efficient processes for building permits and development*.

Overall, the business climate appears to have improved across the board (i.e., on every topic). The following chart shows specific findings for each of the issues investigated for 2016 and 2005.



#### Q1 Composite "Good + Excellent Scores"

Input into land use planning and decisions	64%
Efficient processes for building permits and development	61%
Ensuring the appropriateness of regulations on businesses	76%
Managing the supply and development of new commercial and industrial areas	73%

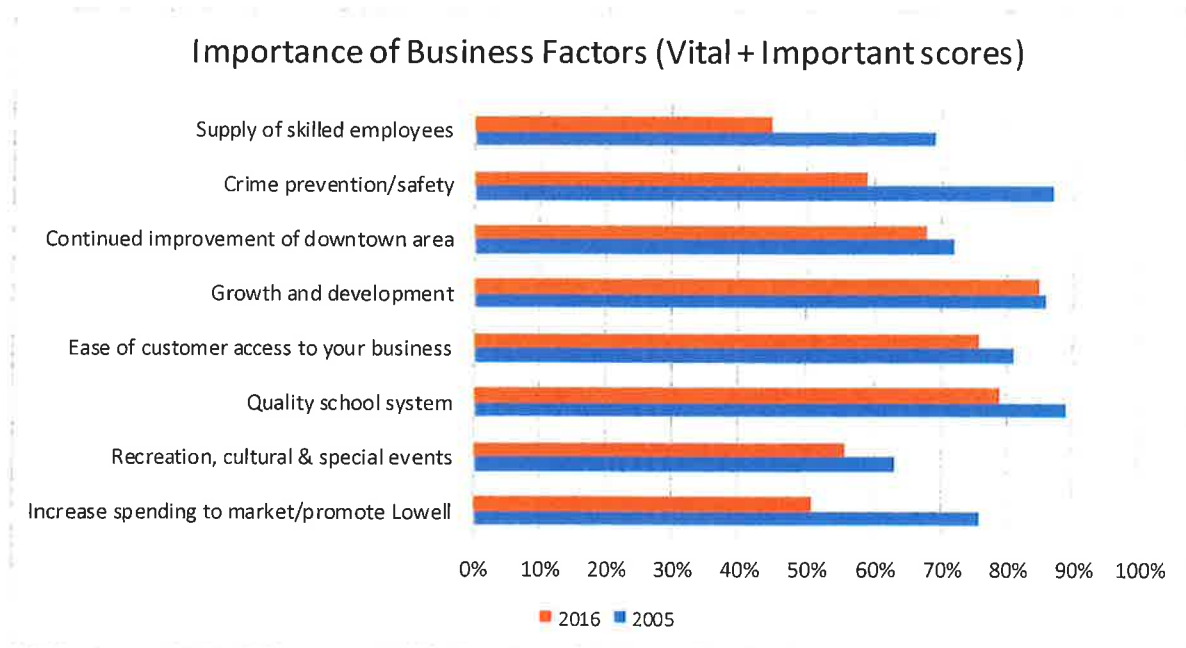
Encouraging businesses to relocate to the Lowell area	74%
Providing affordable housing	91%
Assessing future needs for water, sewer and roads	81%
Local government is business friendly	92%
Planning for the future	90%

## Importance of Various Factors that Impact Business

The chart below compares the relative importance of various business factors based on composite figures (vital + important scores) for 2016 and 2005. On this measure, *growth and development* ranks highest in 2016 among business respondents; whereas, the *supply of skilled employees* ranks the lowest in 2016.

It's also evident that local businesses feel the various factors listed are not as important, pressing or critical to them as they were in 2005. This interpretation of the findings is justified because of the improved attitudes toward Lowell (across the board) in Q1 and Q3.

The following chart shows composite figures for each of the business factors investigated.



### Q2 "Important + Vital Scores"

	2016		2016
Increase spending to market/promote Lowell	51%	Growth and development	85%
Recreation, cultural & special events	56%	Continued improvement of downtown area	68%
Quality school system	79%	Crime prevention/safety	59%
Ease of customer access to your business	76%	Supply of skilled employees	45%

## Level of Agreement with Various Opportunities/Issues

Respondents were also asked to indicate their level of agreement with various statements. We have derived a composite score for comparative purposes. The composite score is derived by combining agree and strongly agree responses for 2016 and 2005.

On this measure, Lowell Area schools receive the highest rating in 2016, followed closely by recreation, cultural & special events; whereas, the Lowell area residents support local business/organizations received the lowest rating (yet a good rating) in 2016. Interestingly, ratings are higher in 2016 compared to 2005 on every opportunity/issue investigated.

The following charts show the level of agreement for each statement asked of respondents.

Level of Agreement with Various Opportunities/Issues



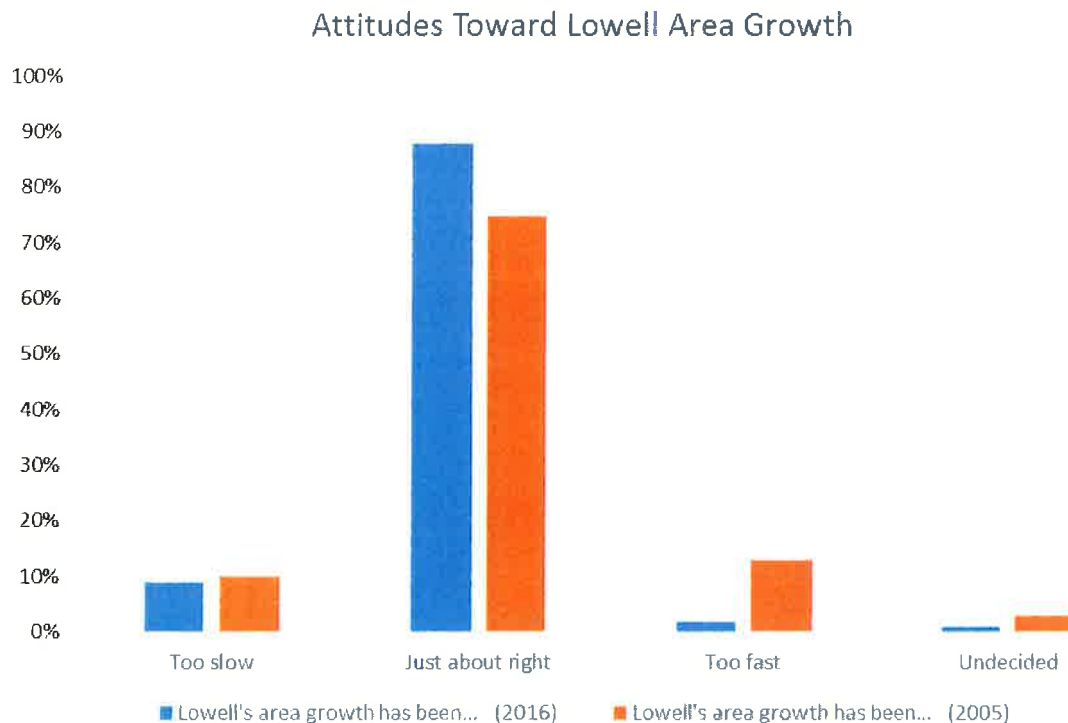
### Q3. "Agree + Strongly Agree"

	<b>2016</b>	Lowell area residents support local business/organizations	<b>86%</b>
Recreation, cultural & special events make a successful contribution to the community	<b>97%</b>	There is a good opportunity for businesses in the Lowell area	<b>87%</b>
Revenue generated from industry contributes to a good quality of life for all its residents	<b>87%</b>	Lowell area schools are an attractive asset to our community	<b>98%</b>

## Attitudes/Opinions toward Growth in the Lowell Area

Regarding attitudes toward Lowell Area growth, 88% of 2016 respondents think growth has been just about right. Only 9% think growth has been too slow, while only 2% think growth has been too fast. Note that 1% of respondents were undecided.

Thus, we conclude that the pace of growth in the Lowell area is at a good, measured pace that is acceptable to most businesses in the area.

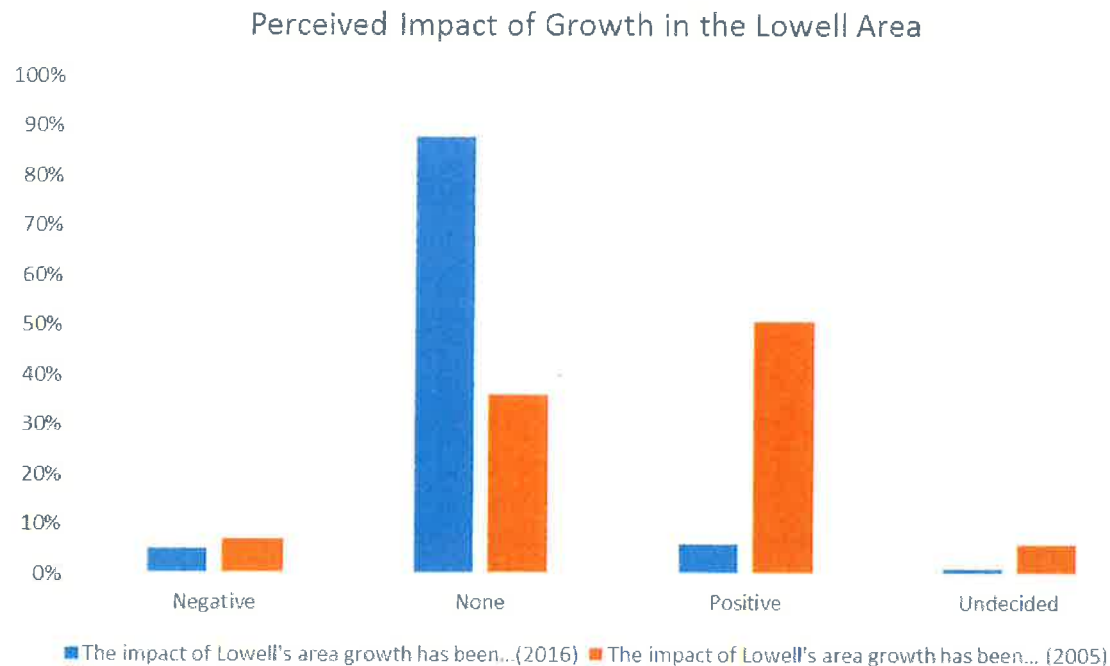


Q4a	Too slow	Just about right	Too fast	Undecided
Lowell's area growth has been... (2016)	9%	88%	2%	1%

**The Perceived Impact of Growth in the Lowell Area**

We also note that the clear majority of respondents (88%) feel that area growth has had no impact on their business – neither negative nor positive. This finding corresponds closely to the 88% of believe Lowell’s growth to be just right.

Comparable figures for 2016 and 2005 studies are shown below.



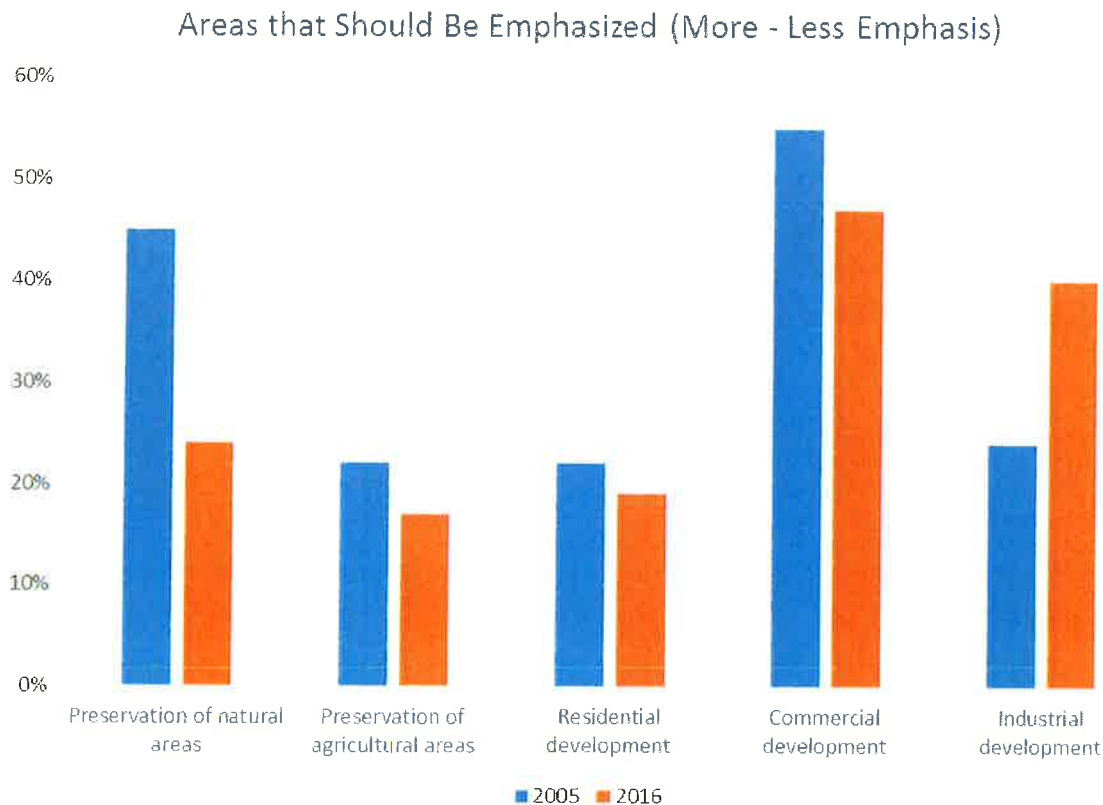
<b>Q4b</b>	<b>Negative</b>	<b>None</b>	<b>Positive</b>	<b>Undecided</b>
The impact of Lowell's area growth has been... (2016)	5%	88%	6%	1%

Here it is noted that the companion survey among local residences clearly shows that local area residents like and enjoy the small-town atmosphere that Lowell provides. Therefore, we can conclude that Lowell meets the needs of both the business community and the local residences.

## What Should or Should Not Be Emphasized

Business respondents were asked to indicate whether Lowell should place less emphasis, keep the status quo, or place more emphasis on various areas of development. For comparison purposes, we created a composite score (More Emphasis – Less Emphasis). Thus, this composite (net) score indicates the degree to which respondents lean toward more over less emphasis.

The chart below shows composite scores for 2016 and 2005. Interestingly, in 2016, commercial development ranks first and industrial development ranks second.

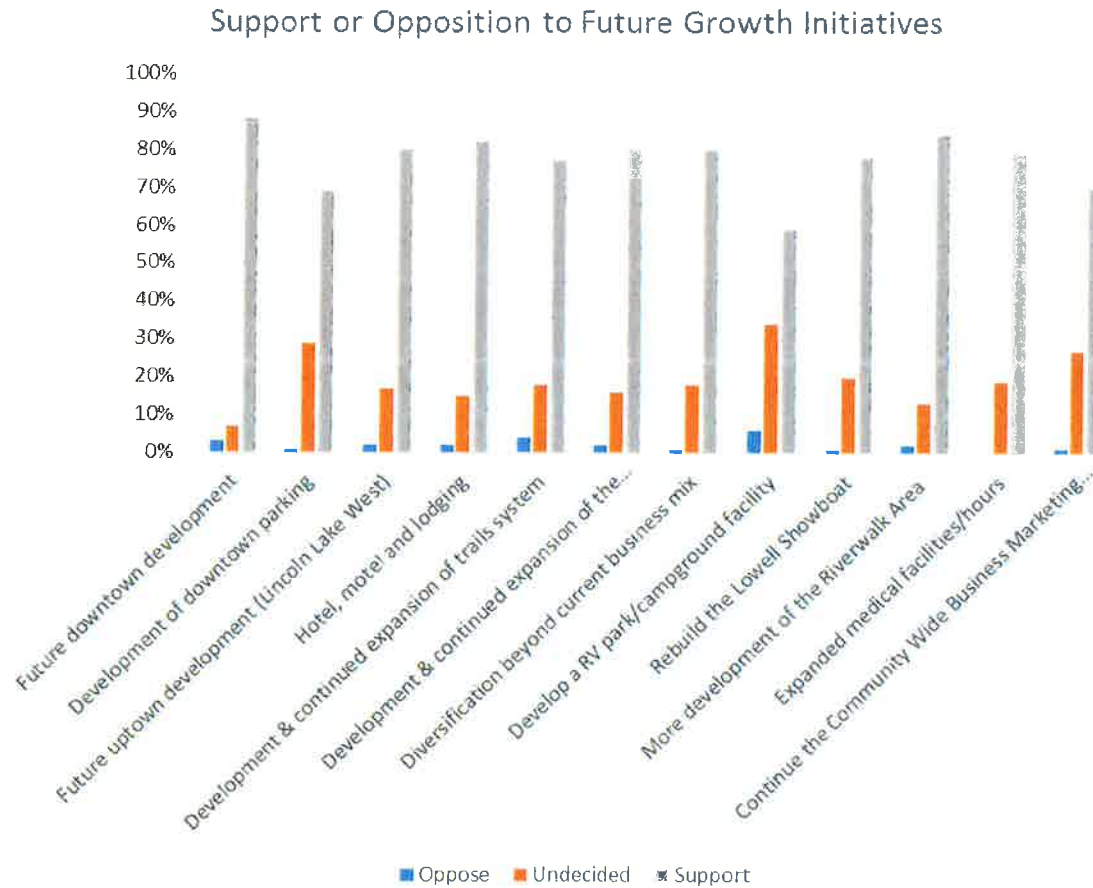


<b>Q5 "More - Less Emphasis"</b>	<b>2016</b>	Residential development	19%
Preservation of natural areas	24%	Commercial development	47%
Preservation of agricultural areas	17%	Industrial development	40%

## What Initiatives Business Supports or Opposes

Respondents were asked to indicate whether they oppose, are undecided, or support various possible initiatives. The business communities support runs from a low of 59% (development of an RV park) to a high of 88% (future development of downtown).

The following chart shows survey findings for each of the initiatives investigated. Given that the list of initiatives was changed in 2016, current figures are not directly comparable to earlier figures, and therefore, are not shown.



### Q6: 2016 Figures

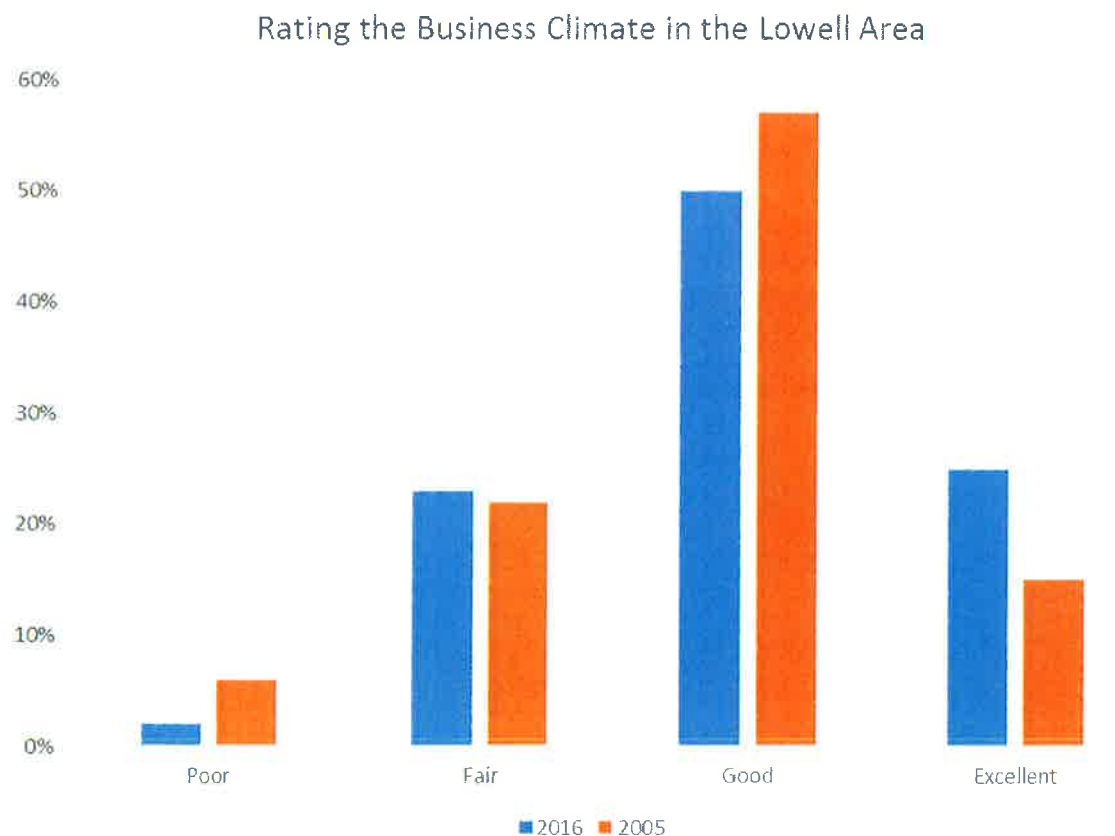
	Support		
Future downtown development	88%	Diversification beyond current business mix	80%
Development of downtown parking	69%	Develop a RV park/campground facility	59%
Future uptown development (Lincoln Lake West)	80%	Rebuild the Lowell Showboat	78%
Hotel, motel and lodging	82%	More development of the Riverwalk Area	84%
Development & continued expansion of trails system	77%	Expanded medical facilities/hours	79%
Development & continued expansion of the waterfront	80%	Continue the Community Wide Bus. Marketing plan	70%



## Understanding the Business Climate

About 75% of respondents rated the local business climate good or excellent in 2016. This composite figure (Excellent + Good scores) was 72% in 2005. This finding suggests that business respondents feel that the business climate has improved overall.

The chart below compares study figures for 2016 and 2005. Interestingly, excellent ratings are much higher in 2016 compared to 2005.



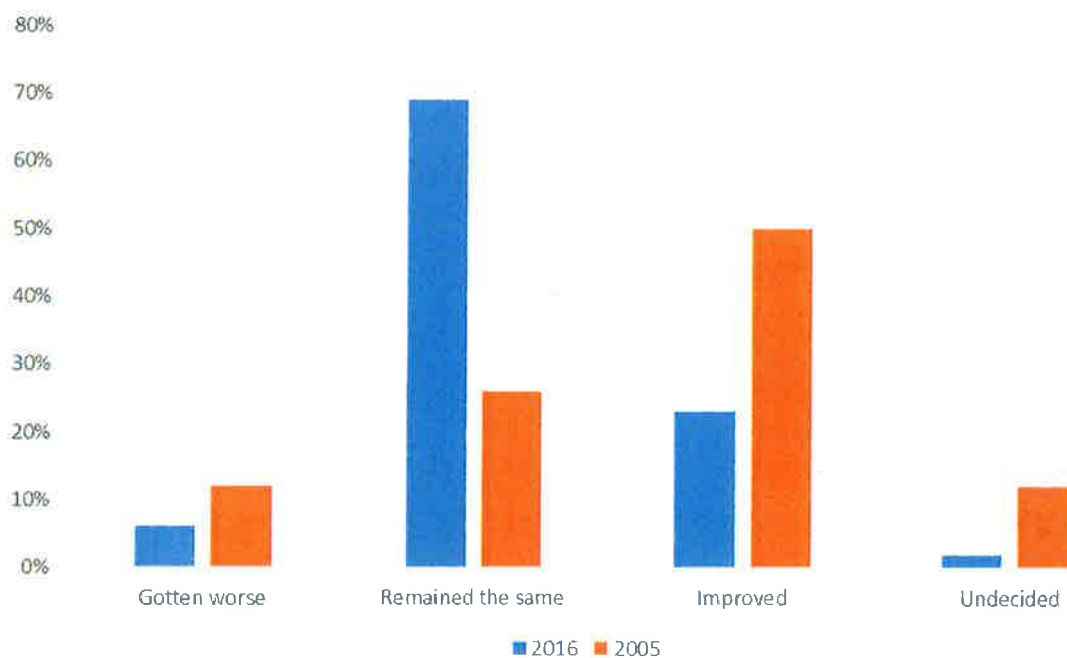
**Q7. How would you describe the climate ...**

	Poor	Fair	Good	Excellent
2016	2%	23%	50%	25%

When specifically asked how the business climate has changed, we find that a greater number of respondents feel the business climate has improved compared to those who feel it has gotten worse. In fact, respondents think the business climate has improved versus gotten worse by nearly a 4 to 1 margin.

It is noted here that the 2005 respondents also felt the business climate had improved. This shows a long-term improvement in the local business climate. Thus, it is not surprising that a larger percentage of respondents in 2016 think the business climate has remained the same, given the long history of improvement.

How the Business Climate has Changed



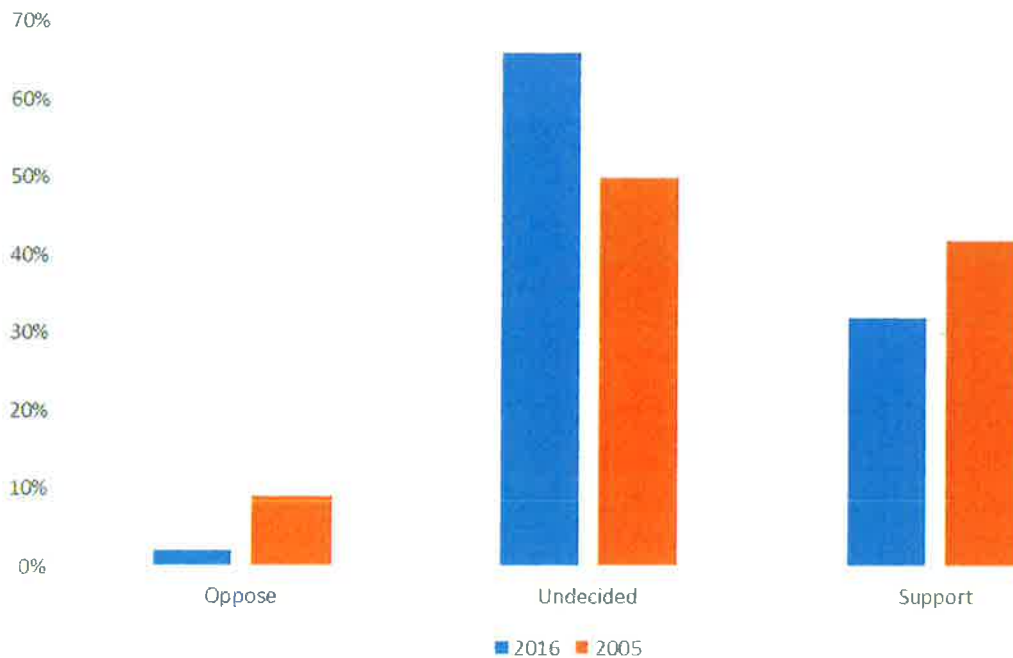
Q8. Would you say the business climate has ...	Gotten worse	Remained the same	Improved	Undecided
2016	6%	69%	23%	2%

## Likelihood of Participating Financially to Promote the Lowell Area

Business respondents were also asked to indicate whether they would likely participate financially in promoting the Lowell Area. Here we note that relatively few respondents indicate they would not participate (2% in 2016). However, in 2016, 32% said they would support this effort, while 66% are undecided.

Given the large percentage of undecided respondents, businesses need to be sold on the idea of participating financially in marketing/promoting the Lowell Area. However, it is noted elsewhere in this study that business respondents continue to support the establishment of a Community Wide Business Marketing Plan.

The Likelihood of Businesses to Participate Financially  
in order to Promote the Lowell Area



**Q9. Given the presence of an acceptable Community Wide Business Marketing Plan to promote your area business, how likely is your business to participate financially?**

	Oppose	Undecided	Support
2016	2%	66%	32%

## Detailed Analysis

**Q1. I'd like your opinion on how the City of Lowell and surrounding townships governs. How do you rate the local government entities on the following issues?**

<b>Q1 Current 2016 Study</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
Input into land use planning and decisions	3%	18%	53%	11%
Efficient processes for building permits and development	0%	12%	55%	6%
Ensuring the appropriateness of regulations on businesses	1%	10%	73%	3%
Managing the supply and development of new commercial and industrial areas	0%	15%	65%	8%
Encouraging businesses to relocate to the Lowell area	3%	21%	66%	8%
Providing affordable housing	0%	5%	88%	3%
Assessing future needs for water, sewer and roads	1%	6%	76%	5%
Local government is business friendly	3%	4%	63%	29%
Planning for the future	3%	6%	75%	15%

"No Opinion" responses are not shown above. Hence, rows don't total 100%.

<b>Q1 Composite "Good + Excellent Scores"</b>	<b>2005</b>	<b>2016</b>
Input into land use planning and decisions	62%	64%
Efficient processes for building permits and development	53%	61%
Ensuring the appropriateness of regulations on businesses	57%	76%
Managing the supply and development of new commercial and industrial areas	56%	73%
Encouraging businesses to relocate to the Lowell area	53%	74%
Providing affordable housing	60%	91%
Assessing future needs for water, sewer and roads	63%	81%
Local government is business friendly	60%	92%
Planning for the future	71%	90%

**Q2. Please indicate how important each of the following are to your business?**

<b>Q2. Current Study</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Important</b>	<b>Vital</b>
Increase spending to market/promote Lowell	7%	40%	37%	14%
Recreation, cultural & special events	6%	35%	29%	27%
Quality school system	2%	16%	45%	34%
Ease of customer access to your business	7%	14%	31%	45%
Growth and development	2%	10%	40%	45%
Continued improvement of downtown area	5%	25%	42%	26%
Crime prevention/safety	2%	38%	47%	12%
Supply of skilled employees	12%	42%	38%	7%

Base = 100 respondents. Rows total 100%. Differences due to rounding.

<b>Q2 "Important + Vital Scores"</b>	<b>2005</b>	<b>2016</b>
Increase spending to market/promote Lowell	76%	51%
Recreation, cultural & special events	63%	56%
Quality school system	89%	79%
Ease of customer access to your business	81%	76%
Growth and development	86%	85%
Continued improvement of downtown area	72%	68%
Crime prevention/safety	87%	59%
Supply of skilled employees	69%	45%

**Q3. Please indicate your level of agreement on the following statements, using a 5-point scale where 1 = Strongly disagree, 2 = disagree, 3 = neutral (neither agree or disagree), 4 = Agree, 5 = Strongly Agree**

<b>Q3</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
Recreation, cultural & special events make a successful contribution to the community	0%	0%	3%	45%	52%
Revenue generated from industry contributes to a good quality of life for all its residents	1%	2%	10%	49%	38%
Lowell area residents support local business/organizations	2%	3%	9%	42%	44%
There is a good opportunity for businesses in the Lowell area	1%	5%	7%	49%	38%
Lowell area schools are an attractive asset to our community	0%	0%	2%	39%	59%

Base = 100 respondents. Rows total 100%. Differences due to rounding.

<b>Q3 "Agree + Strongly Agree"</b>	<b>2005</b>	<b>2016</b>
Recreation, cultural & special events make a successful contribution to the community	92%	97%
Revenue generated from industry contributes to a good quality of life for all its residents	82%	87%
Lowell area residents support local business/organizations	70%	86%
There is a good opportunity for businesses in the Lowell area	67%	87%
Lowell area schools are an attractive asset to our community	95%	98%

**4. In your opinion, looking back over the last three years has the Lowell area's growth...**

Q4a. Been too slow, just about right, or too fast?

Q4b. Had a negative impact, little/none, or positive impact on your business?

<b>Q4a</b>	<b>Too slow</b>	<b>Just about right</b>	<b>Too fast</b>	<b>Undecided</b>
Lowell's area growth has been... (2016)	9%	88%	2%	1%
Lowell's area growth has been... (2005)	10%	75%	13%	3%

<b>Q4b</b>	<b>Negative</b>	<b>None</b>	<b>Positive</b>	<b>Undecided</b>
The impact of Lowell's area growth has been... (2016)	5%	88%	6%	1%
The impact of Lowell's area growth has been... (2005)	7%	36%	51%	6%

**5. Looking ten years into the future, do you think the Lowell area should place less, keep the status quo, or place more emphasis on each of the following areas of development.**

<b>Q5. 2016 Figures</b>	<b>Less emphasis</b>	<b>Status quo</b>	<b>More emphasis</b>
Preservation of natural areas	4%	68%	28%
Preservation of agricultural areas	3%	77%	20%
Residential development	5%	71%	24%
Commercial development	1%	51%	48%
Industrial development	2%	56%	42%

<b>Q5 "More - Less Emphasis"</b>	<b>2005</b>	<b>2016</b>
Preservation of natural areas	45%	24%
Preservation of agricultural areas	22%	17%
Residential development	22%	19%
Commercial development	55%	47%
Industrial development	24%	40%

**6. Thinking about future growth in the Lowell Area, do you support or oppose the following possible initiatives?**

<b>Q6: 2016 Figures</b>	<b>Oppose</b>	<b>Undecided</b>	<b>Support</b>
Future downtown development	3%	7%	88%
Development of downtown parking	1%	29%	69%
Future uptown development (Lincoln Lake West)	2%	17%	80%
Hotel, motel and lodging	2%	15%	82%
Development & continued expansion of trails system	4%	18%	77%
Development & continued expansion of the waterfront	2%	16%	80%
Diversification beyond current business mix	1%	18%	80%
Develop a RV park/campground facility	6%	34%	59%
Rebuild the Lowell Showboat	1%	20%	78%
More development of the Riverwalk Area	2%	13%	84%
Expanded medical facilities/hours	0%	19%	79%
Continue the Community Wide Business Marketing plan	1%	27%	70%

2005 Support levels are shown below.

However, it is noted that a comparison between 2016 and 2005 studies is not provided because of the changes made in 2016 which shifted responses among the categories.

<b>Q6: "Support Scores"</b>	<b>2005</b>
Downtown development	86%
Hotel, motel and lodging	66%
Diversification beyond current business mix	80%
Establish a Community Wide Business Marketing Plan	84%
Development and continued expansion of trails system	71%
Restoration of current amphitheater on Riverwalk	77%
Develop a farmers' market	74%
Develop a RV park/campground facility	41%
Develop a skateboard park	35%
Expanded medical facilities/hours	74%



**7. How would you describe the climate for operating a business in the Lowell area?**

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
2016	2%	23%	50%	25%
2005	6%	22%	57%	15%

**8. Would you say the business climate has gotten worse, remained about the same, or improved compared to three years ago?**

	<b>Gotten worse</b>	<b>Remained the same</b>	<b>Improved</b>	<b>Undecided</b>
2016	6%	69%	23%	2%
2005	12%	26%	50%	12%

**9. Given the presence of an acceptable Community Wide Business Marketing Plan to promote your area business, how likely is your business to participate financially?**

	<b>Oppose</b>	<b>Undecided</b>	<b>Support</b>
2016	2%	66%	32%
2005	9%	50%	42%

**10. Lastly, for classification purposes, please tell me...**

\*

<b>Location of Business</b>	<b>2016</b>
City downtown	21%
City uptown	9%
Township	14%
Strip mall	2%
Industrial park	1%
Independent building	46%
Home-based	6%
No Answer	1%
<b>Total</b>	<b>100%</b>

<b>Number of Employees</b>	<b>2016</b>
<4	43%
4-9	27%
10-19	17%
20-49	8%
50-99	2%
100-plus	2%
No answer	1%
<b>Total</b>	<b>100%</b>

<b>Type of Company</b>	<b>2016</b>
Retail/dealer	14%
Business services	14%
Building contractor	9%
Wholesale/distributor	2%
Finance/banking	0%
Non-profit	7%
Manufacturer	7%
Restaurant	12%
Other	35%
<b>Total</b>	<b>100%</b>

**Q10, Continued.**

<b>HQ/Branch/Franchise?</b>	<b>2016</b>
HQ	82%
Branch	7%
Franchise	6%
Other	5%
<b>Total</b>	<b>100%</b>

<b>Age of Business</b>	<b>2016</b>
<1 yr	5%
1-4 yrs	18%
5-9 yrs	21%
10-19 yrs	26%
20-39 yrs	20%
40-plus yrs	10%
<b>Total</b>	<b>100%</b>

<b>Title</b>	<b>2016</b>
Owner/President	62%
V.P./Director	9%
Partner	5%
Manager	16%
Sales	2%
Other	6%
<b>Total</b>	<b>100%</b>

## RESPONDENTS' COMMENTS

### Verbatim Responses

#### Q4. Impact of growth on business: Negative, Positive, or None

Pos	LOT OF BUSINESS OWNERS DOWNTOWN TREAT BUSINESSES AS HOBBY -NOT OPEN ENOUGH HOURS
Pos	GOVERNMENT HEAVY HNDED
Pos	MAIN STREET HAS BECOME EMPTY
Pos	WOULD LIKE TO SEE STRONGER BUY LOCAL INITIATIVE AND HOW IT IMPACTS COMMUNITY POSITIVELY
None	A LOT OF BUSINESSES HAVE COME & GONE IN DOWNTOWN
None	SLOW BUT MOMENTUM IS BUILDING
None	EMPHASIS SHOULD BE ON GROWING BUSINESSES THAT ARE ALREADY IN LOWELL
None	TOO MANY BUSINESSES COME & GO DOWNTOWN
None	WE DON'T NEED ANYMORE SUPER STORES IN LOWELL-DON'T FIT SMALL TOWN & KILL SMALLS BUSINESSES
Neg	STEADY IS THE WAY TO GO
Neg	CITY WELCOMED OUR BREW PUB WITH OPEN ARMS- GREAT TO WORK WITH

#### Q8. Explanation of business climate: Worse, Improved or Same.

Worse	BIG COMPANIES TAKE BUSINESSFROM SMALL COMPANIES
Worse	CITY GOVERNMENT IS NOT PRO BUSINESS
Worse	TOO MANY BIG RETAILERS -SMALL BUSIESS DISAPPEARING
Worse	CITY OF LOWELL, LOWELL PUB SCHOOLS BUY ON PRICE ALONE/IGNORE THE FACT THAT LOCAL BUSINESSES PAY TAXES, ETC.
Improved	DUE TO CORPORATE INCREASE IN MARKETING
Improved	WE'VE EXPREIENCED AN INCREASEIN UR BUSINESS
Improved	OVERALL, BUSINESS IS DOING BETTER/STABLE
Improved	UPTICK FOR US IN BUSINESS
Improved	HOUSING MARKET IS HEATED UP
Improved	CONSUMER CONFIDENCE UP
Improved	WE'VE HD A VERY PROFITALE YEAR
Improved	GREAT PRODUCT AT RIGHT PRICE
Improved	INCREASED OUR DIGITAL & SOCIAL MEDI MARKETING
Improved	EVENT MARKETING
No Answer	N/A -WE'RE NEW TO LOWELL

**Q10. Other Townships mentioned**

ADA  
ADA  
ADA  
AUTOMOTIVE REPAIR  
BAKERY/FARM STAND  
BOSTON  
BREWERY  
BUSINESS OFFICE MANAGER  
CHIROPRACTIC  
DENTAL  
ENGINEERING SERVICES  
FARM  
FREIGHT HAULER  
HAULAGE  
LOWELL CHARTER  
LOWELL CHARTER  
LOWELL CHARTER  
LOWELL CHARTER  
SKILLED NURSING  
VERGENNES

**Q10. Other job responsibilities mentioned**

EXECUTIVE DIRECTOR  
PASTOR  
RESIDENT MANAGER

**Q10. Other Types of Businesses Mentioned.**

ATTORNEY SERVICES  
AUTO REPAIR  
AUTO REPAIR  
CATERING / EVENTS VENUE  
CHILD CARE  
COSMETICS  
FEED STORE  
FITNESS/HEALTH  
FUNERAL SERVICES  
HEALTH CARE/MEDICAL  
HOUSING  
LANDSCAPE/CONCRETE WORK  
PAVING  
PLUMBING/HEATING  
PLUMBING/HEATING &AC  
REAL ESTATE  
REALESTATE  
REALESTATE  
SALON  
SEPTIC TANK CLEANING  
UPHOLSTERY  
VETERINARY MEDICINE

**Final Respondents' Comments (Volunteered)**

- BE CAREFUL WITH RECRUTING BIG BUSINESS LIKE MEIJER'S. THEY PUT SMALLER STORES OUT OF BUSINESS
- PURCHASING DECISIONS SHOULD BE WEIGHTED FOR LOCAL BUSINESSES. WE CAN'T ALWAYS BE THE LEAST EXPENSIVE.

## **APPENDIX**

### **SAMPLE BUSINESS PHONE SCRIPT**

## PHONE SURVEY AMONG LOWELL BUSINESSES

Hello, I'm \_\_\_\_\_ from Aegis Marketing Research and I'm conducting a survey on behalf of the Lowell Area Chamber of Commerce to determine the attitudes and opinions of business people, such as yourself, regarding the current and future business climate in Lowell and surrounding areas. Do you have a few minutes to answer some questions?

**1. I'd like your opinion on how the City of Lowell and surrounding townships governs. How do you rate the local government entities on the following issues?**

	Poor	Fair	Good	Excellent
Input into land use planning and decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efficient processes for building permits and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Ensuring the appropriateness of regulations on businesses</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing the supply and development of new commercial and industrial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging businesses to relocate to the Lowell area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Providing affordable housing</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assessing future needs for water, sewer and roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local government is business friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning for the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2. Please indicate how important each of the following are to your business?**

	Not Important	Somewhat Important	Important	Vital
Increase spending to market/promote Lowell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, cultural & special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality school system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of customer access to your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growth and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continued improvement of the downtown area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime prevention/safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supply of skilled employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**3. Please indicate your level of agreement on the following statements, using a 5-point scale where 1 = Strongly disagree, 2 = disagree, 3 = neutral (neither agree or disagree), 4 = Agree, 5 = Strongly Agree**

	Strongly disagree		Neutral	Strongly agree	
	1	2	3	4	5
Recreation, cultural & special events make a successful contribution to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revenue generated from industry contributes to a good quality of life for all residents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lowell Area residents supports local business/organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a good opportunity for businesses in the Lowell area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lowell Area Schools is an attractive asset to our community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. In your opinion, looking back over the last three years has the Lowell area's growth...**

Been too slow, just about right, or too fast? ☐ too slow ☐ just about right ☐ too fast

Had a negative impact, little/none, or positive impact on your business? ☐ negative ☐ none ☐ positive

If "negative or positive," please explain: \_\_\_\_\_

**5. Looking ten years into the future, do you think the Lowell area should place less, keep the status quo, or place more emphasis on each of the following areas of development?**

	Less emphasis	Status Quo	More emphasis
Preservation of natural areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation of agricultural areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. Thinking about future growth in the Lowell Area, do you support or oppose the following possible initiatives?**

	Oppose	Undecided	Support
Future downtown development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of downtown parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future uptown development (Lincoln Lake West)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel, motel and lodging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development & continued expansion of trails system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development & continued expansion of the waterfront	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversification beyond current business mix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop a RV park/campground facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rebuild the Lowell Showboat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More development of the Riverwalk Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanded medical facilities/hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continue the Community Wide Business Marketing plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. How would you describe the climate for operating a business in the Lowell area?**

☐ Poor      ☐ Fair      ☐ Good      ☐ Excellent

**8. Would you say the business climate has gotten worse, remained about the same, or improved compared to three years ago?**

☐ Gotten worse      ☐ Remained about the same      ☐ Improved

Please explain: \_\_\_\_\_

**9. Given the presence of an acceptable Community Wide Business Marketing Plan to promote your area business, how likely is your business to participate financially?**

☐ Oppose      ☐ Undecided      ☐ Support

**10. Lastly, for classification purposes, please tell me...**

**Location of company**      ☐ City downtown      ☐ City uptown      ☐ Township  
   ☐ Strip mall      ☐ Industrial park      \_\_\_\_\_  
   ☐ Independent building      ☐ Home-based

**The number of employees** ☐ <4    ☐ 5-9    ☐ 10-19    ☐ 20-49    ☐ 50-99    ☐ 100-plus

**Type of company**      ☐ Retail/dealer      ☐ Wholesaler/Distributor      ☐ Manufacturer  
                                 ☐ Business Services      ☐ Finance/Banking      ☐ Restaurant  
                                 ☐ Building/Contractor      ☐ Non-profit      ☐ Other \_\_\_\_\_

Is this location your headquarters or branch/division or franchise?    ☐ HQ    ☐ Branch    ☐ Franchise

**Age of business**      ☐ <1 yr    ☐ 1-4 yrs    ☐ 5-9 yrs    ☐ 10-19 yrs    ☐ 20-39 yrs    ☐ 40-plus yrs

**Your title/position**    ☐ Owner/President    ☐ VP/Director      ☐ Partner      ☐ Manager  
                                 ☐ Sales                      ☐ Other \_\_\_\_\_

**This concludes my survey. Thank you for your assistance. Good-bye.**



**LOWELL CITY ADMINISTRATION**  
**INTER OFFICE MEMORANDUM**

**DATE:** January 10, 2018  
**TO:** Mike Burns, City Manager *MB*  
**FROM:** Rich LaBombard, DPW Director  
**RE:** Sidewalk Replacement and LCTV Grant

---

In February 2016, the Interim Director of Public Works inspected and identified \$67,560 worth of sidewalk replacements at 91 addresses throughout the City. He applied to LCTV for a grant for a sidewalk replacement program with a 60% City/40% Property Owner cost share component and was awarded \$27,600 to remediate the worst sidewalks on the list.

Since a large number of the hazardous walks were within the DDA, the then Mayor recommended the DDA pay for those walks within the DDA boundary using DDA funds. That project was supported and it was completed in the fall of 2016.

Since that time, the remaining identified projects on the list have gone uncompleted due to a number of reasons. It's unclear if the remainder of the identified property owners were communicated with at the outset and informed of their responsibility with the cost share component. Maintenance of sidewalks is the responsibility of the homeowner per City Ordinance. Furthermore, a sidewalk replacement project is difficult to administer and a cost share component makes the process even more complicated with the City having to front the money in many cases to complete the project efficiently. Finally, LCTV has been pressing the DPW to expend the funding that was awarded nearly two years ago and close out the project.

With that history in mind, I'm seeking City Council's approval to re-approach the sidewalk replacement plan in a different manner rather than using the methodology outlined in the LCTV grant award. I propose to utilize the funds to make improvements to sidewalks on municipal property and furthermore install sidewalk in locations throughout the city to increase ADA accessibility. As an example of an accessibility need, the Parks and Recreation Board has approved the installation of new drinking fountains at several City parks; however, many of the existing drinking fountain locations lack ADA accessibility. With this approach, the funds would be beneficial to all citizens by improving parks and public property rather than benefitting individual property owners. Especially when sidewalk replacement is the sole responsibility of the homeowner and not the City!

**I recommend the City Council allow the 2016 LCTV Lowell Sidewalk Replacement Program Grant in the amount of \$27,600 be utilized exclusively to improve ADA accessibility and improve sidewalks on publicly owned property.**



# LOWELL CITY COUNCIL

## MEMORANDUM

**DATE:** January 11, 2018

**TO:** Mayor DeVore and the City Council

**FROM:** Michael T. Burns, City Manager *MTB*

**RE:** Medical Marihuana Public Hearing

---

The City Council has requested to have a second public hearing on the matter. The City Council has heard from residents, non-residents, medical and legal professionals and City staff on this matter in the past.

City Council can choose to vote to opt in, opt out or take no action at this time.

**No recommendation will be made on the matter.**



**LOWELL CITY ADMINISTRATION**  
**INTER OFFICE MEMORANDUM**

**DATE:** January 10, 2018  
**TO:** Mike Burns, City Manager  
**FROM:** Rich LaBombard, DPW Director  
**RE:** Resolution 02-18 - Meter Reader  
Independent Contractor Agreement

---

In December 2017, on the City Attorney's recommendation, the City requested the development of a "Meter Reader Independent Contractor Agreement" for Sandra Bartlett. Ms. Bartlett has been reading meters for the City for the past 37 years and this Agreement formalizes her relationship with the City. This Agreement shall commence on January 1, 2018, and will be up for renewal on July 1, 2018, and may be renewed as needed thereafter.

**I recommend the City Council adopt Resolution 02-18 and authorize the Mayor and City Clerk to execute the approved Agreement for and on behalf of the City.**

**CITY OF LOWELL  
KENT COUNTY, MICHIGAN**

**RESOLUTION NO. 02 - 18**

**RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION  
OF A METER READER INDEPENDENT CONTRACTOR AGREEMENT  
BETWEEN THE CITY OF LOWELL AND SANDRA R. BARTLETT**

Councilmember \_\_\_\_\_, supported by Councilmember \_\_\_\_\_,

moved the adoption of the following:

**WHEREAS**, the City operates public water supply and sanitary sewer systems which include utility meters which must be read on a monthly basis; and

**WHEREAS**, Sandra R. Bartlett ("Bartlett") is willing to read the City's utility meters as an independent contractor.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. That the Meter Reader Independent Contractor Agreement (the "Agreement") between the City and Bartlett in the form presented at this meeting is approved with such modifications not materially adverse to the City approved as to content by the City Manager and as to form by the City Attorney.

2. That the Mayor and City Clerk are authorized and directed to execute the approved Agreement for and on behalf of the City.

3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Councilmembers \_\_\_\_\_  
\_\_\_\_\_

NAYS: Councilmembers \_\_\_\_\_

ABSTAIN: Councilmembers \_\_\_\_\_

ABSENT: Councilmembers \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: January 16, 2018

\_\_\_\_\_  
Susan Ullery  
City Clerk

**CERTIFICATION**

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council at a regular meeting held on January 16, 2018, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: January 16, 2018

\_\_\_\_\_  
Susan Ullery  
City Clerk

## **METER READER INDEPENDENT CONTRACTOR AGREEMENT**

This Meter Reader Independent Contractor Agreement (the "Agreement") is made this 2nd day of January, 2018, between the **CITY OF LOWELL**, a Michigan municipal corporation, with offices at 301 East Main Street, Lowell, Michigan 49331 (the "City") and **SANDRA R. BARTLETT**, an individual who lives at 990 North Washington Street, Lowell, Michigan 49331 (the "Contractor").

This Agreement is based upon the following facts:

A. The City operates public water supply and sanitary sewer systems, which include utility meters which must be read on a monthly basis.

B. The Contractor is willing to read the City's utility meters as desired by the City as an independent contractor.

### **THE CITY AND THE CONTRACTOR AGREE AS FOLLOWS;**

Section 1. Retention of the Contractor. Subject to the terms of this Agreement, the City retains the Contractor, as an independent contractor, to read the City's utility meters on a monthly basis.

Section 2. Duties of the Contractor. The Contractor shall personally, in a competent manner, perform the utility meter reading duties according to the terms of this Agreement.

The City will provide a hand-held reader to the Contractor to perform the meter reading covered by this Agreement. The Contractor shall obtain the reader at the start of the second week of each calendar month. The Contractor will then read all of the City's utility meters each calendar month with the reader. The Contractor will complete the meter reading and return the reader to the City by the start of the last week of each calendar month.

Section 3. Equipment and Supplies. No City equipment or supplies will be necessary for the Contractor to read the City's utility meters each month, other than the hand-held reader provided to the Contractor by the City per Section 2 above.

Section 4. Automobile. The Contractor shall provide her own motor vehicle for the performance of her duties pursuant to this Agreement. The Contractor shall be responsible for all expenses associated with the operation of the motor vehicle, including gasoline, maintenance, repairs, insurance, and all incidental costs, except that the City will reimburse the Contractor for the miles she drives to read meters according to this Agreement, based upon a mileage sheet completed by the Contractor, at the then-established reimbursement amount per mile according to the Internal Revenue Service. The Contractor shall provide to the City a copy of her current certificate of insurance for the operation of her motor vehicle, and shall continue to provide the City with a current certificate of insurance during the term and any extension of this Agreement.

Section 5. Compensation. As compensation for the services provided pursuant to



this Agreement, the City shall pay the Contractor \$710.00 per month. For any meter the Contractor is required to return to a second time to read in a month, the Contractor shall be compensated an additional \$0.55 per meter. As an independent contractor, the Contractor shall not be entitled to any other wage or benefit from the City. The Contractor is self-employed, and shall be issued a Form 1099 by the City at the appropriate time.

Section 6. Timing of Payment. The City shall pay the Contractor, as an independent contractor, for the previous calendar month's work, on or before the 15<sup>th</sup> day of the calendar month following the work done by the Contractor.

Section 7. Independent Contractor. In the performance of her obligations pursuant to this Agreement, the Contractor shall be an independent contractor. The City shall neither have nor exercise any control or direction over the methods by which or the time during which the Contractor performs her work, except that the Contractor agrees to comply with this Agreement, and except that the Contractor agrees to not hire any employees to assist her in the performance of the duties required by this Agreement.

The parties acknowledge that the City has historically paid the Contractor as an employee. However, the City has not exercised, and will not exercise, day-to-day control over the Contractor, instead treating her like an independent contractor. The parties agree that the Contractor is an independent contractor rather than an employee and shall be treated as an independent contractor according to the terms of this Agreement.

Section 8. General Liability Insurance. Because of the high cost of individual general liability insurance, the Contractor shall be provided coverage under the City's general liability insurance program, as long as the coverage is available from the City's general liability insurance carrier. If such coverage is ever not available from the City's general liability insurance carrier, the Contractor shall be required to immediately obtain her own general liability insurance coverage in the same amounts as maintained by the City. If the Contractor is unable or unwilling to obtain such coverage in such amount without any interruption from her coverage under the City's general liability insurance program, either the Contractor or the City may terminate this Agreement immediately.

Section 9. Term. The term of this Agreement shall commence January 1, 2018, and shall continue until June 30, 2018, unless the Agreement is otherwise terminated as provided below. Thereafter, this Agreement may be renewed by mutual written agreement of the parties, from each following July 1 to the next June 30, according to the terms of this Agreement. For purposes of renewing and revising this Agreement after June 30, 2018, the City Manager is authorized to act on behalf of the City.

Section 10. Termination by Notice. This Agreement may be terminated by the City or the Contractor, without cause or reason, at any time upon written notice to the other party.

Section 11. Effect of Termination. Upon termination of this Agreement, the parties shall have no further obligation to each other except (a) to pay Contractor for work performed and to reimburse Contractor for mileage incurred prior to termination and (b) to cooperate with each other if any claim is filed against either of them with respect to the services rendered pursuant to this Agreement.

Section 12. Miscellaneous. This Agreement shall not be assignable. All notices to be served shall be in writing and addressed to the parties at their addresses; they may be served or transmitted in person or by ordinary or certified mail properly addressed with sufficient postage. This Agreement has been executed in the State of Michigan and shall be governed by Michigan law. The waiver by any party of a breach or violation of any provision of this Agreement shall not be a waiver of any subsequent breach or violation of the same or any other provision of this Agreement. If any section or provision of this Agreement is unenforceable for any reason, the unenforceability shall not impair the remainder of this Agreement, which shall remain in full force and effect. This Agreement represents the entire understanding and agreement between the parties; all prior understandings and agreements are specifically merged in this Agreement. The captions in this Agreement are for convenience only and shall not be considered as part of this Agreement or in any way amplifying or modifying its terms.

The parties have executed this Agreement as of the day and year first above written.

**CITY OF LOWELL**

By: \_\_\_\_\_  
Mike DeVore, Mayor

By: \_\_\_\_\_  
Susan Ullery, Clerk

**CONTRACTOR**

\_\_\_\_\_  
Sandra R. Bartlett



# LOWELL CITY COUNCIL MEMORANDUM

**DATE:** January 11, 2018

**TO:** Mayor DeVore and the City Council

**FROM:** Michael T. Burns, City Manager *MTB*

**RE:** Resolutions 03-18 and 04-18.

---

On July 1, 2018 all City employees will be increasing their pension contribution from 5% to 7% of their income. This will be their contribution to adjust the \$3.2 Million unfunded pension liability. This was negotiated in both the DPW and Police Contracts and agreed upon.

In pension calculations, when the Employee increases their contributions, this automatically reduces the Employer's contribution by an equal amount. However, in order for the unions to agree to this increased contribution, the City agreed to not reduce their pension contribution percentage and pay the same percentage they are today going forward. This will be additional principal toward the unfunded liability by creating a separate surplus fund in MERS the City will contribute the additional amount toward.

Attached are Resolutions 03-18 and 04-18 for the City Council to direct this action. Resolution 03-18 directs Michigan Municipal Employee Retirement System (MERS) to increase the Employee's Contribution to 7% (which automatically reduces the City's contribution 2%). Resolution 04-18 directs the surplus fund to be created so the City can contribute the agreed upon 2%.

**I am recommending the City Council to approve Resolution 03-18 and Resolution 04-18 to direct MERS to modify our pension plans as presented.**

# Defined Benefit Plan Adoption Agreement



1134 Municipal Way Lansing, MI 48917 | 800.767.MERS (6377) | Fax 517.703.9711

www.mersofmich.com

The Employer, a participating municipality or participating court within the state of Michigan, hereby agrees to adopt and administer the MERS Defined Benefit Plan provided by the Municipal Employees' Retirement System of Michigan, as authorized by 1996 PA 220, in accordance with the MERS Plan Document, as both may be amended, subject to the terms and conditions herein.

**I. Employer Name** City of Lowell **Municipality #:** 4104

If new to MERS, please provide your municipality's fiscal year: \_\_\_\_\_ through \_\_\_\_\_.  
Month Month

## II. Effective Date

Check one:

A. ☐ If this is the **initial** Adoption Agreement for this group, the effective date shall be the first day of \_\_\_\_\_, 20\_\_.

☐ This municipality or division is new to MERS, so vesting credit prior to the **initial** MERS effective date by each eligible participant shall be credited as follows (choose one):

- ☐ All prior service from date of hire
- ☐ Prior service proportional to assets transferred; all service used for vesting
- ☐ Prior service and vesting service proportional to assets transferred
- ☐ No prior service but grant vesting credit
- ☐ No prior service or vesting credit

☐ Link this new division to division number \_\_\_\_\_ for purposes of determining contributions (Unless otherwise specified, the standard transfer/rehire rules apply)

B. ☒ If this is an **amendment** of an existing Adoption Agreement (Defined Benefit division number 10), the effective date shall be the first day of July, 2018. *Please note:* You only need to mark **changes** to your plan throughout the remainder of this Agreement.

C. ☐ If this is a **temporary benefit** that lasts 2-6 months, the effective dates of this temporary benefit are from \_\_\_/01/\_\_\_ through \_\_\_/\_\_\_/\_\_\_ for Defined Benefit division number \_\_\_\_\_.  
Last day of month  
*Please note:* You only need to mark **changes** to your plan throughout the remainder of this Agreement.

D. ☐ If this is to **separate employees from an existing Defined Benefit division** (existing division number(s) \_\_\_\_\_) into a new division, the effective date shall be the first day of \_\_\_\_\_, 20\_\_.

E. ☐ If this is to merge division(s) \_\_\_\_\_ into division(s) \_\_\_\_\_, the effective date shall be the first of \_\_\_\_\_, 20\_\_.

# Defined Benefit Plan Adoption Agreement

## III. Eligible Employees

Only those Employees eligible for MERS membership may participate in the MERS Defined Benefit Plan. A copy of ALL employee enrollment forms must be submitted to MERS. The following groups of employees are eligible to participate:

\_\_\_\_\_  
(Name of Defined Benefit division – e.g. All Full Time Employees, or General after 7/01/13)

☐ Only retirees will be in this division.

**To receive one month of service credit** (check one):

☐ An employee shall work 10 \_\_\_\_\_ hour days.

☐ An employee shall work \_\_\_\_\_ hours in a month.

All employees as classified under eligible employees, whether full or part time, who meet this criteria must be reported to MERS. If you change your current day of work definition to be more restrictive, the new definition only applies to employees hired after the effective date.

To further define eligibility, check all that apply:

☐ **Probationary Periods** are allowed in one-month increments, no longer than 12 months. During this introductory period, the Employer will not report or provide service time for this period, including retroactively. Service will begin after the probationary period has been satisfied.

The probationary period will be \_\_\_\_\_ month(s).

☐ **Temporary employees** in a position normally requiring less than a total of 12 whole months of work in the position may be *excluded* from membership. These employees must be notified in writing by the participating municipality that they are excluded from membership within 10 business days of date of hire or execution of this Agreement.

The temporary exclusion period will be \_\_\_\_\_ month(s).

## IV. Provisions

Valuation Date: \_\_\_\_\_, 20\_\_\_\_

### 1. Review the valuation results

It is recommended that your MERS representative presents and explains the valuation results to your municipality before adopting. Please choose one:

☐ Our MERS representative presented and explained the valuation results to the

\_\_\_\_\_ on \_\_\_\_\_  
(Board, Finance Cmte, etc.) (mm/dd/yyyy)

☐ As an authorized representative of this municipality, I \_\_\_\_\_  
(Name)

\_\_\_\_\_ waive the right for a presentation of the results.  
(Title)

## Defined Benefit Plan Adoption Agreement

This Adoption Agreement will be implemented in conjunction with a current actuarial valuation certified by a MERS actuary that sets contribution rates.

Annually, the MERS actuary will conduct an actuarial valuation to determine the employers' contribution rates. Employers are responsible for payment of said contributions at the rate, in the form and at the time that MERS determines.

2. Benefit Multiplier (1%-2.5%, increments of 0.05%) \_\_\_\_\_ % (max 80% for multipliers over 2.25%)

☐ Check here if multiplier will be effective for existing active members' future service only (Bridged Benefit as of effective date on page 1)

If checked, select one below:

☐ Termination Final Average Compensation (calculated over the members entire wage history)

☐ Frozen Final Average Compensation (FAC is calculated twice, once for the timeframe that matches the original multiplier, and once for the new multiplier)

3. Final Average Compensation (Min 3 yr, increments of 1 yr) \_\_\_\_\_ years

4. Vesting (5 -10 yrs, increments of 1 yr) \_\_\_\_\_ years

Request to not decrease the employer rate (surplus)

5. Required employee contribution (Max 10%, increments of 0.01%) 7.00 %

6. Compensation, for retirement purposes, is defined as base wages and may include any of the following (check any that are applicable):

- ☐ Longevity pay
- ☐ Overtime pay
- ☐ Shift differentials
- ☐ Pay for periods of absence from work by reason of vacation, holiday, and sickness
- ☐ Workers' compensation weekly benefits (if reported and are higher than regular earnings)
- ☐ A member's pre-tax contributions to a plan established under Section 125 of the IRC
- ☐ Transcript fees paid to a court reporter
- ☐ A taxable car allowance
- ☐ Short term or long term disability payments
- ☐ Payments for achievement of established annual (or similar period) performance goals
- ☐ Payment for attainment of educational degrees from accredited colleges, universities, or for acquisition of job-related certifications
- ☐ Lump sum payments attributable to the member's personal service rendered during the FAC period
- ☐ Other: \_\_\_\_\_
- ☐ Other 2: \_\_\_\_\_

## Defined Benefit Plan Adoption Agreement

7. Normal Retirement Age: \_\_\_\_\_ (any age from 60 – 70)

8. Unreduced Early Retirement/Service Requirements:

<input type="checkbox"/> Age 50 – 54 _____ Service of either <input type="checkbox"/> 25 or <input type="checkbox"/> 30 years
<input type="checkbox"/> Age 55 – 65 _____ Service between 15 and 30 years _____
<input type="checkbox"/> Service only (must be any number from 20 – 30 years accrued service): _____
<input type="checkbox"/> Age + Service Points (total must be from 70 – 90): _____ points

9. Other

- ☐ Surviving Spouse will receive \_\_\_\_\_% of Straight Life benefit without a reduction to the participant's benefit
- ☐ Duty death or disability enhancement (add up to additional 10 years of service credit not to exceed 30 years of service)
- ☐ Deferred Retirement Option Program (DROP)
- ☐ Annuity Withdrawal Program (AWP)  
Calculation of the actuarial equivalent of the lump sum distribution made under AWP will be done using:
  - ☐ Interest rate for employee contributions as determined by the Retirement Board, or
  - ☐ MERS' assumed rate of return as of the date of the distribution.

10. Cost-of-Living Adjustment

<input type="checkbox"/> All <b>current</b> retirees as of effective date <input type="checkbox"/> Retirees who retire <b>between</b> _____/01/_____ and _____/01/_____ <i>(one time increase only)</i>	<input type="checkbox"/> <b>Future</b> retirees who retire after effective date
Increase of _____% or \$_____ per month	Increase of _____% or \$_____ per month
Select one: <input type="checkbox"/> Annual automatic increase <input type="checkbox"/> One-time increase	<input type="checkbox"/> Annual automatic increase
Select one: <input type="checkbox"/> Compounding <input type="checkbox"/> Non-compounding	Select one: <input type="checkbox"/> Compounding <input type="checkbox"/> Non-compounding
Employees must be retired _____ months (6-12 months, increments of 1 month)	Employees must be retired _____ months (6-12 months, increments of 1 month)

11. Service Credit Purchase Estimates are:

- ☐ Not permitted
- ☐ Permitted

# Defined Benefit Plan Adoption Agreement

---

## V. Appointing MERS as the Plan Administrator

The Employer hereby agrees to the provisions of this *MERS Defined Benefit Plan Adoption Agreement* and appoints MERS as the Plan Administrator pursuant to the terms and conditions of the Plan. The Employer also agrees that in the event of any conflict between the MERS Plan Document and the MERS Defined Benefit Plan Adoption Agreement, the provisions of the Plan Document control.

## VI. Modification Of The Terms Of The Adoption Agreement

If the Employer desires to amend any of its elections contained in this Adoption Agreement, including attachments, the Governing Body or Chief Judge, by resolution or official action accepted by MERS, must adopt a new Adoption Agreement. The amendment of the new Agreement is not effective until approved by MERS.

## VII. Enforcement

1. The Employer acknowledges that the Michigan Constitution of 1963, Article 9, Section 24, provides that accrued financial benefits arising under a public Employer's retirement plan are a contractual obligation of the Employer that may not be diminished or impaired, and prohibits the use of the Employer's required current service funding to finance unfunded accrued liabilities.
2. The Employer agrees that, pursuant to the Michigan Constitution, its obligations to pay required contributions are contractual obligations to its employees and to MERS and may be enforced in a court of competent jurisdiction;
3. In accordance with the Constitution and this Agreement, if at any time the balance standing to the Employer's credit in the reserve for employer contributions and benefit payments is insufficient to pay all service benefits due and payable to the entity's retirees and beneficiaries, the Employer agrees and covenants to promptly remit to MERS the amount of such deficiency as determined by the Retirement Board within thirty (30) days notice of such deficiency.
4. The Employer acknowledges that wage and service reports are due monthly, and the employee contributions (if any) and Employer contributions are due and payable monthly, and must be submitted in accordance with the MERS Enforcement Procedure for Prompt Reporting and Payment, the terms of which are incorporated herein by reference.
5. Should the Employer fail to make its required contribution(s) when due, the retirement benefits due and payable by MERS on behalf of the entity to its retirees and beneficiaries may be suspended until the delinquent payment is received by MERS. MERS may implement any applicable interest charges and penalties pursuant to the MERS Enforcement Procedure for Prompt Reporting and Payment and Plan Document Section 79, and take any appropriate legal action, including but not limited to filing a lawsuit and reporting the entity to the Treasurer of the State of Michigan in accordance with MCL 141.1544(d), Section 44 of PA 436 of 2012, as may be amended.
6. The Employer acknowledges that changes to the Employer's MERS Defined Benefit Plan must be made in accordance with the MERS Plan Document and applicable law, and agrees that MERS will not administer any such changes unless the MERS Plan Document and applicable law permit same, and MERS is capable of administering same.



# Defined Benefit Plan Adoption Agreement

---

## VIII. Execution

### Authorized Designee of Governing Body of Municipality or Chief Judge of Court

The foregoing Adoption Agreement is hereby approved by Lowell City Council on  
the \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_. (Name of Approving Employer)

Authorized signature: \_\_\_\_\_

Title: \_\_\_\_\_

Witness signature: \_\_\_\_\_

### Received and Approved by the Municipal Employees' Retirement System of Michigan

Dated: \_\_\_\_\_, 20\_\_\_\_ Signature: \_\_\_\_\_  
(Authorized MERS Signatory)

# Defined Benefit Plan Surplus Division Adoption Addendum



1134 Municipal Way Lansing, MI 48917 | 300.767.MERS (6377) | Fax 517.703.9711

www.mersofmich.com

The Municipal Employees' Retirement System of Michigan ("MERS")

and City of Lowell, # 4104  
(Municipality name) (Municipality number)

entered into an Adoption Agreement effective 01/2018; and  
(Month, Year)

Employer wishes from time to time to remit Employer Contributions to its reserve account with MERS in excess of the annual required Employer Contributions as determined by MERS' actuary, or in excess of the amount currently due from Employer, without such amounts being immediately attributable to the reserve of any of its employee divisions ("Surplus Contributions"). MERS has advised Employer that in order to accomplish this, MERS must establish a division to account such Surplus Contributions ("Surplus Division").

To establish the Surplus Division(s) and memorialize the terms and conditions agreed to by MERS and Employer concerning their establishment, Employer and MERS hereby enter into this Surplus Contribution Addendum to Employer's Adoption Agreement ("Addendum"), to be effective as of the date set out below.

- I MERS Establishment of Surplus Division:** Commencing on the effective date of this Addendum, MERS shall establish the following Surplus Division(s) for Employer:

Associated Surplus Divisions:

- a) Surplus Division S1, to be associated with div. 10.
- b) Surplus Division \_\_\_\_\_, to be associated with \_\_\_\_\_.
- c) Surplus Division \_\_\_\_\_, to be associated with \_\_\_\_\_.

Unassociated Surplus Divisions:

- d) Surplus Division \_\_\_\_\_, to be unassociated with any Employee Division.
- e) Surplus Division \_\_\_\_\_, to be unassociated with any Employee Division.
- f) Surplus Division \_\_\_\_\_, to be unassociated with any Employee Division.

- II Employer Remittance of Surplus Contributions:** From time to time, at Employer's sole and exclusive discretion (which shall include Employer's obligations under terms agreed to by Employer in the course of collective bargaining, if any), Employer may remit contributions to MERS that Employer expressly designates as Surplus Contributions, specifying the appropriate Surplus Division to which they are to be credited. It is understood by Employer that, once remitted to MERS, Surplus Contributions are not and shall never be refundable to Employer, nor used for any purpose other than the funding of its obligations for MERS benefits accrued by employees of Employer.

# Defined Benefit Plan Surplus Division Adoption Addendum

---

**III MERS' Crediting of Surplus Contributions:** Upon receipt from Employer of Employer Contributions designated as Surplus Contributions, MERS shall credit such amounts to the Surplus Division designated by Employer.

**IV Treatment of Surplus Contributions for Actuarial Purposes:** Surplus Contributions reflected in one or more Surplus Division established by MERS as directed by Employer shall be treated as follows for actuarial purposes:

- a) They shall not be included in the determination of the annual Employer Contributions requirement for any Employee Division, and
- b) They shall be included in the determination of the Employer's overall funded status.

**V Employer Use of Surplus Contributions:** At any time, upon 30 days' advance written notice to MERS, Employer may direct MERS to use the Surplus Contributions currently reflected in one or more established Surplus Division(s) be used by Employer as follows:

- a) Employer may transfer Surplus Contributions reflected in an Unassociated Surplus Division to one or more Employee Division(s).
- b) Employer may transfer Surplus Contributions reflected in an Assigned Surplus Division to such Employee Division.
- c) Employer may redesignate any Surplus Division (whether Associated or Unassociated) to either an Associated Surplus Division or to an Unassociated Surplus Division, as applicable.

Employer is solely responsible for any decision(s) it makes under this Section V, and Employer agrees that by entering into this Addendum, it shall indemnify and hold MERS harmless from any claim, challenge, or litigation arising from its actions under this Section V, including costs and attorneys' fees.

Once Surplus Contributions are transferred to an Employee Division, they may not thereafter be recharacterized as Surplus Contributions or transferred back to a Surplus Division.

**VI Recharacterization of Contributions:** By written notice to MERS, Employer may make a one-time election to transfer Employer Contributions it remitted prior to the effective date of this Addendum that were in excess of the amount then due from Employer from an Employer Division to one or more Surplus Division(s) established by this Addendum, and recharacterize those amounts as Surplus Contributions. Employer may make the election described herein only once.

**VII Rights of MERS:** At any time following the occurrence of any or all of the following, MERS reserves the right to transfer some or all of the Surplus Contributions reflected in an Employer's Reserves to one or more Employee Division(s) of such Employer:

- a) Employer has defaulted on some or all of its contribution obligations to MERS.
- b) Employer has filed for or is otherwise subject to bankruptcy protection or receivership.
- c) An emergency manager or similar oversight authority has been appointed to conduct Employer's financial affairs.

# Defined Benefit Plan Surplus Division Adoption Addendum

---

**VIII Continuation of Adoption Agreement:** Except for the terms and conditions of this Addendum, all other terms and conditions of the Adoption Agreement, as it may be or may have been amended from time to time, shall continue unchanged.

IN WITNESS WHEREOF, this Addendum is entered into by MERS and Employer by signature of the authorized parties below:

## Employer Approving Authority

Signature: \_\_\_\_\_ on \_\_\_\_\_  
(Name of approving representative) (Date)

Employer Printed Name: \_\_\_\_\_

Employer Title: \_\_\_\_\_

## MERS Approving Authority

Signature: \_\_\_\_\_ on \_\_\_\_\_  
(Date)

MERS Printed Name: \_\_\_\_\_

MERS Title: \_\_\_\_\_