

**CITY OF REED CITY  
SPECIAL MEETING OF THE CITY COUNCIL  
JOINT WITH THE  
REED CITY PLANNING COMMISSION  
August 8, 2022**

Mayor Meinert called the meeting to order at 6:00 P.M. in Council Chambers, 227 E. Lincoln Avenue, Reed City, MI.

Present: City Council Members: Mayor, Roger Meinert. Council Members: Nate Bailey, Dan Burchett, Trevor Guiles, Russl Nehmer, Brad Nixon and Nicole Woodside. City Manager, Rich Saladin, and Department Head, Jeffrey Stein were also present.

Present: Planning Commission Members: Nate Bailey, Trevor Guiles, Allison Langworthy, Karen Lea McKinney, Dawn Montague and Rich Saladin. Courtney Murphy and Sarah Spruit were absent.

The meeting was opened with the pledge to the flag. There were no citizens in the audience.

Minutes Motion by McKinney, seconded by Bailey, **CARRIED**, to accept the minutes of the July 11, 2022 Planning Commission meeting as presented with correction under City Manager Report to change the word "things" to "this". Affirmed by voice vote.

Goal Planning Mayor Meinert opened the meeting and stated the purpose of the meeting is to discuss where we are at in the community, what has happened over the last years and what projects we see going forward and what is already in the works. What has been successful and what has been a failure and what we would like to see in the future. The meeting will be an open discussion with everyone.

City Manager, Rich Saladin, pointed out this is not a formal strategic planning meeting but a brief overview of putting our head together to find out the important things, what has been successful and what has not. Rich divided the discussion into four areas (SWOT) analysis, Strength, Weaknesses, Opportunities and Threats. Council and Planning members shared the following views:

Strengths

- Location
- Small town
- Supportive community
  - Pride
  - Action
- Ideas – momentum
- Diversified Employment
- Parks & Trails
- Entertainment
- Business – welcoming
- Broadband Access

Weaknesses \* RRC

- Landlocked
- Small town
- Industrial downtown
- Minor beautification
- Infrastructure – roads, sidewalks
- Finishing projects
- Housing – homeowner vs rental
- Tourist lodging
- Proactive vs reactive
- Dated recreation funding
- RC logo and seal
- Volunteers
- Highway directions

Opportunities

RRC  
Rebranding  
Richmond & Hersey collaboration  
Recreation  
DDA  
Sesquicentennial  
Parks – Dog, Veterans, Refresh  
Lodging  
Destination Businesses  
Communication & marketing  
Santa Claus  
Outdoor Rec-Trails

Threats

WWTP – Infrastructure \$  
425 Agreement  
Gentrification  
Inflation  
Income Levels  
Housing  
Outside communities – B.R.  
Succession Planning  
Staggered Financial Planning

**HOW? - Top 5 – 10 items**

Recreation

Dog Park  
Community Gardening  
Trail Improvement  
- Purple Heart  
- Pere Marquette Trail  
- looping  
Ball Drop

Communication

Quarterly Mailings/Newsletter  
Mass e-mail  
Website update  
Chamber Invite

Infrastructure

South Plant – WWTP  
Chestnut Street  
- water mains  
- sewer  
- storm  
Sidewalks  
Downtown Trees

Planning

New Business Registry  
RRC  
Sesquicentennial – 150 Years  
Master Plan  
Recreation Plan

Next Meeting Both boards thought having the goal planning session was beneficial and it was the consensus of City Council and Planning Commission to continue to meet annually.

Adjourn Mayor Meinert adjourned the meeting at 8:01 P.M.