

CITY OF WYOMING, MICHIGAN  
Minutes of the City Council Work Session  
Tuesday, November 12, 2024

PRESENT: Councilmembers Brann, DeKryger, Hill, Postler, Mayor Vanderwood and Mayor Pro Tem Postema

ABSENT: Councilmember Arnoys

STAFF: Chapman, Erickson, Hofert, Martin, Shay, Smith, VandenBerg, Waterman and Yenchar

**1. Call to Order**

Mayor Pro Tem Postema called the meeting to order at 5:30 p.m.

**2. Public Comment on Agenda Items**

None.

**3. Non-Motorized Trail Ordinance**

Shay introduced this item noting the existing non-motorized trails in our community and the construction of new non-motorized trails in conjunction with the City Center project.

Smith explained that a trail ordinance can be used as an educational tool to provide guidance to ensure safe behaviors and activities for all trail users. If needed, a trail ordinance can also be used as an enforcement tool for repeated, flagrant, or egregious violations. The proposed ordinance is similar to ordinances in place in neighboring communities. This item is tentatively scheduled for first reading on November 18, with the final reading proposed for December 16.

Council supports moving this item to the next regular city council meeting.

**4. Budgeting and Strategic Plan Presentation Software**

Shay noted staff efforts to prepare and report strategic plan updates and annual budget processes and how these activities are very demanding and time-consuming, requiring significant manual entry and processing. Shay and Waterman saw a presentation on ClearGov at a recent conference and believe this can provide enhancements to many city processes.

Waterman explained how various tasks and functions are currently addressed by staff and how ClearGov can be used to streamline those tasks, including tracking and updates to the strategic plan, preparation and reporting of the annual budget, and creation and monitoring of the capital improvement plan. ClearGov can also create charts and graphics to assist in presentation of these items. Waterman highlighted how implementing this software aligns with and can support goals within the strategic plan.

Yenchar added that this software will further assist staff in allowing greater analysis opportunities of different financial scenarios.

Council supports moving this item to the next regular city council meeting.

#### **5. 36<sup>th</sup> Street Marketplace Branding and Name Update**

Shay explained the development of the 36<sup>th</sup> Street marketplace and the desire to provide council with an update on the branding and naming recommendation for this site.

Martin reviewed the history of this site, the construction schedule and site plan of the marketplace and recent efforts to develop branding and identify a name for this new space. Martin explained how this site can be used for community or private events and in partnership with the Godwin Heights Public School District. The marketplace is expected to be completed in August of 2025.

Martin noted the name “Godwin Mercado” was identified to honor the neighborhood and the community. Martin and her staff solicited feedback and ultimately had over 6,000 public interactions and received 99% approval on the brand and name. A style guide was shared with council, outlining the various marketing and branding extensions that can be used for different events or promotions. Martin conveyed there is significant excitement about this space.

Council held lengthy discussion about the name, with some members expressing concern with the chosen name and the process used to select the name. Ultimately there was consensus to support the proposed name.

#### **6. Renaming of the Clean Water Plant**

Shay explained as council considers this item that there is no rush or deadline in determining whether to proceed with renaming of the Clean Water Plant, but this is something to consider with the City’s rebranding initiative and potential replacement of facility signs.

Erickson outlined the history of naming conventions for wastewater treatment facilities, noting the current “clean water plant” causes confusion. A renaming to “water reclamation plant” would minimize some of the current confusion and better reflect the function of the plant.

Erickson asked council to consider this name change and welcomes feedback or questions.

#### **7. Any Other Matters**

None.

#### **8. Acknowledgement of Visitors/Public Comment (3-minute limit per person)**

Several members of the public expressed concern with the 60<sup>th</sup> Street rezoning that is scheduled to appear on the November 18 council agenda. One member of the public noted an objection to the name chosen for the marketplace.

The meeting adjourned at 7:34 p.m.

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Kelli A. VandenBerg, City Clerk