



MICHIGAN

**WORK SESSION AGENDA
WYOMING CITY COUNCIL MEETING
CITY COUNCIL CHAMBERS**

MONDAY, MAY 11, 2026, 5:30 P.M.

- 1) Call to Order**
- 2) Public Comment on Agenda Items (3 minute limit per person)**
- 3) Metro Cruise Fee**
- 4) Proposed Revisions to Short-Term Rental Ordinance**
- 5) Proposed Revisions to Purchasing Policy**
- 6) Any Other Matters**
- 7) Acknowledgement of Visitors/Public Comment (3 minute limit per person)**

The City of Wyoming, including the City Council, is committed to ensuring all persons have access to all its programs, services, and activities, including any public meetings. The City Council will coordinate with city staff to ensure the City Council fulfills that commitment for its programs, services, and activities, including public meetings. Accommodations to enable virtual meeting attendance and participation can usually be made if a request is received at least 5 hours before the meeting time. Other accommodations may require more time.

Special Accommodations – Persons with impairments or disabilities needing accommodations to participate in the meeting or persons who need language interpretation services may contact the city clerk at either Clerk_info@wyomingmi.gov or 616.530.7296 at least 36 hours before the meeting to make arrangements for appropriate accommodation.

Acomodaciones Especiales – Personas que deseen asistir a esta reunión y necesitan acomodación para participar, como servicios de interpretación, deben comunicarse con la Oficina del Administrador de la Ciudad al 616.530.7296 o Clerk_info@wyomingmi.gov al menos 36 horas antes de la reunión para hacer arreglos para el alojamiento apropiado.

28th Street Metro Cruise®

MAIL: PO Box 501, Grandville, MI 49468

EMAIL: metrocruiise@gmail.com

OFFICE: 616-570-2120



**PARTNERSHIP
PROPOSAL FOR:** **CITY OF
WYOMING**

Wyoming City Council Members,

Thanks so much for your previous and continued support of the *Metro Cruise®* events! We value the City of Wyoming's and your commitment to this partnership. We have deep respect for community partnerships like these, and we are excited to celebrate the **21st year** of *Metro Cruise* having its 'headquarters' in Wyoming! We have a large team actively researching and planning the event, and we plan on adding some special features and bringing back the favorites.

We will host the *Metro Cruise MAIN EVENT at Rogers Plaza* on Friday, August 21st from 2pm-8pm, and Saturday, August 22nd from 9am-7pm. Note that we are closing earlier both days, this is our first hours change in the past 5 years. This move is aimed at increasing the overall event safety, and save some significant resources for the law enforcement teams.

The *Metro Cruise MAIN EVENT at Rogers Plaza* will again connect with tens of thousands of people, many of which are Wyoming residents. The event is ingrained into the life and culture of the local residents, and it promotes a nostalgic feel, one the most important features of a community. **There are over 100 businesses that benefit from the Metro Cruise!** Food vendors, sponsor vendors, donors, small businesses, bands, non-profits, security personnel, equipment suppliers, and more.

We hope to keep the event completely free for residents – free admission, free shuttle, free entertainment, free parking, and lots of freebies handed out from our vendors. To accomplish this, we will again strongly rely on the City of Wyoming's support. Our request is simple; we would like to institute an \$7,500 flat fee to be paid to the City of Wyoming, from us, in exchange for the public safety services, and to hold that for the next 7 years. Please reference the chart below to see the multitude of additional benefits the City receives by being the host city of *Metro Cruise*. We hope you agree that these high-visibility benefits more than make up for the reduced public safety fees we are asking for. We look forward to discussing this matter more with the Council, and address any and all questions or concerns you have.

Best Regards,

Brandon Simmons

Metro Cruise® Event Manager

Office: 616-570-2120

Cell: 231-735-5179

FOLLOW US!

www.metrocruiise.org | www.facebook.com/28thstreetmetrocruiise | www.instagram.com/metrocruiise | www.twitter.com/metrocruiise28th

Metro Cruise MAIN EVENT at Rogers Plaza

A snapshot of just some of the positive exposure and benefits the *Metro Cruise* brings to Wyoming...

<u>Benefit</u>	<u>Details</u>	<u>Duration</u>	<u>Form</u>
Official Host City	Wyoming is one of 5 cities that host official <i>Metro Cruise</i> events, but the ONLY city that hosts the MAIN EVENT	1 week	Visibility, Brand Awareness
Printed Media	City recognized in multiple spots in the <u><i>Metro Cruise</i> Official Program</u> (12k distributions, digital & printed)	12 months	Visibility, Brand Awareness
Digital Media	Prominent logo with link on our official website - Sponsors page in Major Sponsors section	12 months	Digital Media
Social Media	Multiple organic posts mentioning the City on <i>Metro Cruise's</i> official Facebook/ Twitter/ Instagram pages	2 months	Digital Media, Social Media
Major Media – Press Release	Mentions in <i>Metro Cruise</i> Press Release(s)	2 months	Visibility, Brand awareness
Major Media – On-site Segments	Multiple major news networks with on-site live and recorded segments of the <i>Metro Cruise</i> event at Rogers Plaza	1 month	Brand awareness, Visibility
Major Media – Articles	Positive news articles on nearly all major local news networks websites, and other local media articles	2 months	Brand awareness, Digital
Economic Impact	Economic study from 2019 showing a \$6.8 million economic impact during <i>Metro Cruise</i> week (likely over \$10 million now). Nearly all area businesses in the service sector see an uptick in business on <i>Metro Cruise</i> week.	1 months	Economic benefit
Key Partnerships	Partnerships with Wyoming-based and other top area organizations, including: The Rapid, Meijer, Hope Network, Meals on Wheels West Michigan, Tele-Rad, Michigan Turkey, Marge's Donut Den, Weller Auto, Cumulus Media, Honor Credit Union, Gordon Food Service, Plummers Disposal, Rogers Plaza, City of Grand Rapids, Cascade Village, and many more.	12 months	Visibility, Community build
Community Influx	An estimated 100,000+ non-residents drawn in the City of Wyoming during <i>Metro Cruise</i> week, with an estimated 15,000 collector cars participating (for reference, 400 show cars are on display at Rogers)	1 week	Experience, Community build, Visibility
Community Impact & Culture	Strong community & culture indicators - many residents take vacation this week; multiple businesses host customer/employee appreciation parties; area residents hold family reunions, discretionary spending increases	1 week	Experience, Community build
Community Impact	Wyoming's largest food vendor gathering with 24 vendors. Additionally, 30+ vendor/exhibitors are hosted on-site.	2 days	Economic Benefit, Visibility
Community Impact & Engagement	The single best source of entertainment for area residents – 11 free bands, \$500 in gift card giveaways, freebies/coupons/promotions from dozens of sponsor vendors, multiple kids entertainment features, gathering sites at Rogers and surrounding areas to watch collector cars cruise 28 th Street.	2 days	Experience, Verbal, Community build, Visibility
Diversity, Inclusion, Accessibility	Strong offerings of diversity and accessibility. All areas of the event are free of charge – preventing any economic barriers. Our diverse car displays appeal to all ethnic backgrounds. Entertainment and activities for 2 year olds and 92 year olds. We offer a fully flat surface and handicap accessible shuttle service courtesy of The Rapid for those with physical disabilities.	2 days	Experience, Accessibility, Community build
Charity Partners	<i>Metro Cruise</i> strives to be a good community steward by supporting 5 local non-profits - our "Charity Partners" (2 are Wyoming-based) <ul style="list-style-type: none"> • Hope Network • Cascade Community Foundation • Wyoming Firefighters Local 2758 • 70x7 Life Recovery • Meals on Wheel West Michigan 	9 months	Community build, Visibility

FW: Metro Cruise® meet

From Shay, John <John.Shay@wyomingmi.gov>
Date Wed 4/15/2026 11:14 AM
To City Council Members <CityCouncilMembers@wyomingmi.gov>
Cc Hofert, Nicole <Nicole.Hofert@wyomingmi.gov>; Snyder, Kip <kip.snyder@wyomingmi.gov>; Martin, Krashawn <Krashawn.Martin@wyomingmi.gov>

1 attachment (518 KB)
Metro Cruise Proposal - City of Wyoming 2026.pdf;

Dear Council Members:

Brandon Simmons from Metro Cruise met today with Nicole Hofert and me to discuss his attached proposal regarding the revised hours for this year's event and the reimbursement fee that would be paid to the City to reimburse for the public-safety costs.

Brandon is proposing to close down Metro Cruise earlier on both Friday and Saturday nights. The event's atmosphere changes from a family friendly event to a "teenager" event around 7:00 p.m. or so. Closing earlier would limit the number of public-safety issues that we have experienced later during Friday and Saturday evenings. I told Brandon the Public Safety Department would be in favor of closing down Metro Cruise earlier in the evening. I said that Public Safety Department would review this information to see if it had any questions or concerns.

Brandon is also proposing Metro Cruise reimburse the City a flat fee of \$7,500 for the next seven (7) years. I told Brandon that Council's original direction was for him to pay a higher fee over a four-year period (\$6,000 in 2024, \$12,000 in 2025, \$18,000 in 2026 and \$24,000 in 2027). As you know, Metro Cruise paid \$6,000 in 2024 but only \$9,000 in 2025. Based on my recent conversations with Council, it was the consensus of the majority of the Council that he should pay a higher fee (the amount was not specified) and provide financial information to the City to demonstrate the financial hardship he would face if Metro Cruise would have to pay a higher fee. I invited Brandon to attend the Council work session on Monday, May 11 at 5:30 p.m. where we can discuss this issue and obtain direction from Council on the reimbursement fee that should be charged to Metro Cruise. He said he would attend the work session.

Please contact me if you have any questions. Thanks.

John Shay

City Manager | City Manager's Office

616.530.7265 (office) 616.258.0617 (cell)

john.shay@wyomingmi.gov

www.wyomingmi.gov

1155 28th Street SW, Wyoming, MI 49509

Monday - Thursday, 7:00 a.m. - 5:00 p.m.



From: 28th Street Metro Cruise <metrocruise@gmail.com>

Sent: Wednesday, April 15, 2026 9:47 AM

To: Shay, John <John.Shay@wyomingmi.gov>

Cc: Hofert, Nicole <Nicole.Hofert@wyomingmi.gov>

Subject: Re: Metro Cruise® meet

External Email - Think Before You Click

John,

Good morning! The attached is what I'll be bringing to discuss this morning. See you soon.

Best Regards,

Brandon Simmons

Metro Cruise® Event Manager

Cell: 231-735-5179

28th Street Metro Cruise®

Office: 616-570-2120

Email: metrocruise@gmail.com

Address: PO Box 501, Grandville, MI 49468

Connect with us!

metrocruise.org | facebook.com/28thstreetmetrocrui | instagram.com/metrocruise | snapchat.com/add/metrocruise | tiktok.com/@metrocruise

Staff Report

Date: May 6, 2026

Subject: Short Term Rentals

From: Colton Hyble, Assistant Director of Community and Economic Development

CC: John Shay, City Manager
Nicole Hofert, Deputy City Manager

Meeting Date: May 11, 2026

RECOMMENDATION

To direct staff to amend the regulatory ordinance and zoning code based on Council's guidance.

ALIGNMENT WITH STRATEGIC PLAN

- A. PILLAR 3 – Stewardship
 - o Goal 2 - Enhance the efficiency and effectiveness of city operations and services.

DISCUSSION

Staff first presented on the city's short term rental (STR) regulatory ordinance at the January 13, 2025, work session. Then, staff provided additional information around STR regulation at the May 12, 2025, work session.

During those presentations, staff discussed the current ordinances that regulate STRs and associated challenges. Staff covered potential state legislation and provided a variety of regulatory tools that could shape the ordinance governing STRs. Discussions centered around the use of these items and balancing personal property rights with neighborhood character and potential nuisances.

Council provided staff with feedback to incorporate and the direction to reconvene to discuss final regulatory changes.

Attached is the presentation reviewed at the May 12, 2025, meeting. Staff will provide additional information around STR regulation at the May 11 work session.

City Council: Short Term Rentals

May 12, 2025



Short Term Rental Services

WY | MI

Defined as:

- Residential rental of less than 30 days
- Integrated into neighborhoods
- Not a commercial property
- Different from hotels/motels
 - Zoning district
 - On-site management
 - Hotel/Motel Tax



House



Room

The City has three documents which regulate Short Term Rentals (STRs) in Wyoming:

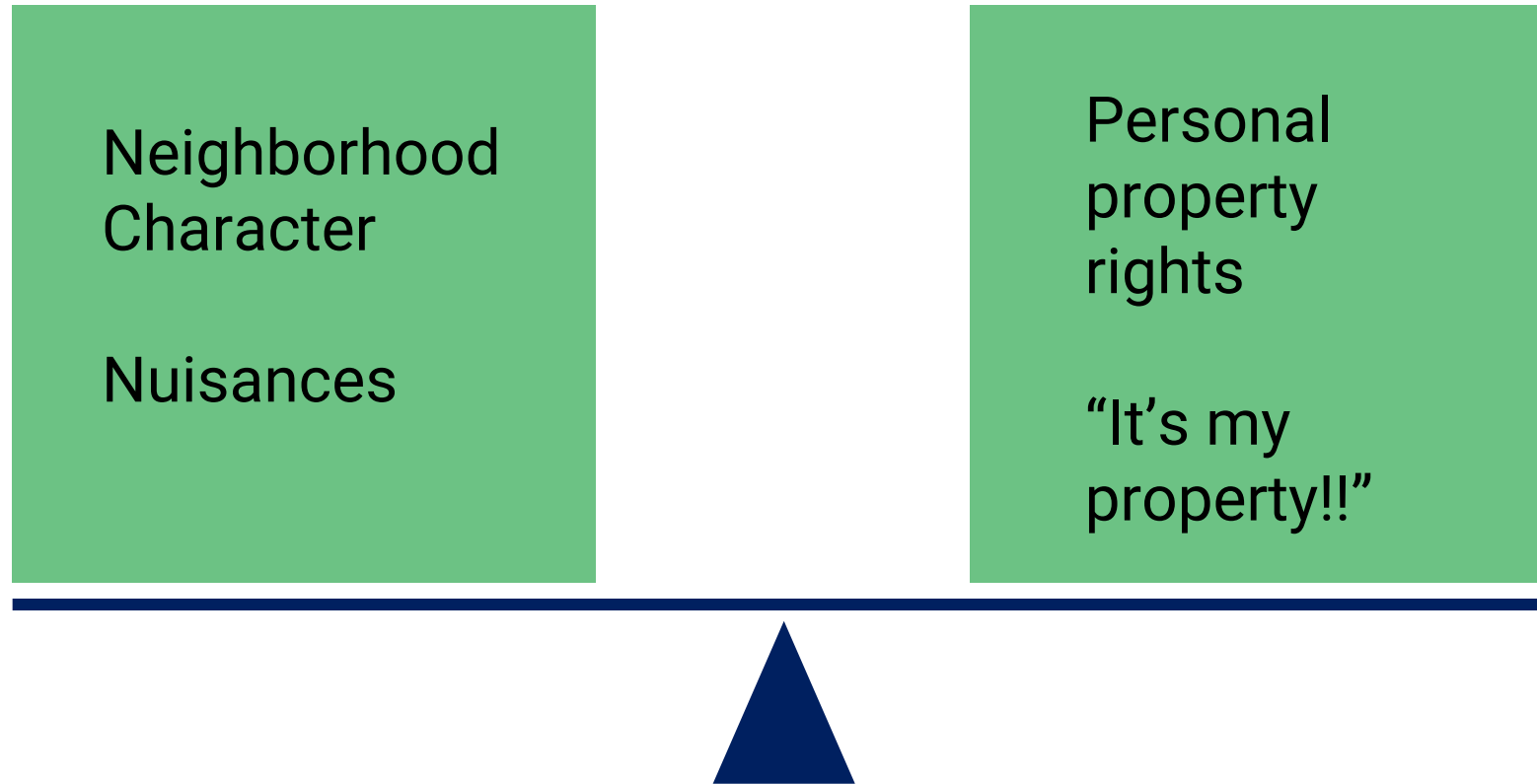
- Regulatory Ordinance Sec 10-3
- Administrative Policy
- Zoning Ordinance

The State has not passed any legislation regulating STRs, but several bills have been introduced in recent sessions.

- Proposals have included:

- Registering with the State of Michigan
- Capping on the number of STRs allowed
- Registering with a community's rental program
- Mandating 24-hour local contacts
- Levying excise taxes
- Requiring liability insurance
- Posting fire escape routes
- Requiring carbon monoxide detectors, smoke detectors, and fire extinguishers

Balancing Act



Thoughtful Considerations

WY | MI

Council Options

Do nothing

- Puts city at risk
- Guidance needed on how to enforce

Repeal Current Ordinance

- No regulation

Adopt New Ordinance

- Revise/replace existing regulation

It's a Policy Decision...

WY | MI

Regulatory Framework:

- Requiring certification through the City's rental inspection program:
- Establishing civil infractions or misdemeanors for violations of STR ordinance
- Capping the number of STRs allowed or establish buffer distances (e.g. 500 feet or 1000 feet) between STRs

Adopt new ordinance(s)

WY | MI

Require registration with the rental inspection program

Adopt new ordinance(s)

WY | MI

Require registration with the rental inspection program

Registered STRs must:

- Get annual inspections
- Provide city with 24-hour local contacts
- Posting fire escape route and install carbon monoxide detectors, smoke detectors, and fire extinguishers
- Post City of Wyoming Community Guidelines (e.g. quiet hours)

Adopt new ordinance(s)

WY | MI

Require registration with the rental inspection program

Registered STRs must:

- Get annual inspections
- Provide city with 24-hour local contacts
- Posting fire escape route and install carbon monoxide detectors, smoke detectors, and fire extinguishers
- Post City of Wyoming Community Guidelines (e.g. quiet hours)

No issues:

- Renewal can be extended to a 3-year inspection cycle
- Annually owner would submit form with up-to-date contact information

Adopt new ordinance(s)

WY | MI

Require registration with the rental inspection program

Registered STRs must:

- Get annual inspections
- Provide city with 24-hour local contacts
- Posting fire escape route and install carbon monoxide detectors, smoke detectors, and fire extinguishers
- Post City of Wyoming Community Guidelines (e.g. quiet hours)

No issues:

- Renewal can be extended to a 3-year inspection cycle
- Annually owner would submit form with up-to-date contact information

Non-Compliance:

- Tiered system which could ultimately revoke license
 - Use to mitigate nuisances
- If license revoked, you can not reapply within a three-year period

Adopt new ordinance(s)

WY | MI

- Quiet Hours
- Parking Restrictions
- Posting of contact information for owners and address information
- Any other guidelines?

- Distance buffer or limit on number of registered short term rentals
 - Could be viewed as arbitrary
 - ¼ mile or ½ mile buffer would limit many neighborhoods to only have a few
 - How would a “wait” list be handled?
 - Does a short term rental certificate transfer with a property sale?

Any other considerations?

City Council: Short Term Rentals

May 12, 2025

STAFF REPORT

Date: May 5, 2026
Subject: Procurement of Goods and Services
From: Jodi Yenchar, Finance Director
Nicole Hofert, Deputy City Manager
Meeting Date: May 11, 2026

RECOMMENDATION:

It is recommended City Council modify existing procurement standards to provide a modern and efficient framework for procurement of goods and services.

ALIGNMENT WITH STRATEGIC PLAN:

- PILLAR 3 – STEWARDSHIP
 - GOAL 2 – Enhance the efficiency and effectiveness of city operations and services.

DISCUSSION:

Rising costs for both material goods and services have resulted in a significant increase in the number of purchases exceeding the current thresholds requiring council approval. The number of purchases requiring bids has increased by over 44% in the last five years.

City council members asked if there are opportunities to revise the current policies to reduce the number of small or routine items needing approval or make the process more efficient. Staff reviewed the city charter and ordinances related to purchasing and will be presenting recommended revisions to streamline current procedures at the May 11th work session.

BUDGET IMPACT:

The Equal Business Opportunity Program will result in an increase in expense for bids awarded to local vendor.