

# Traverse City United States Coast Guard Committee



**3:00 PM**

**Thursday, May 7, 2015**

**Located in: The Second Floor Conference Room**

**Governmental Center**

**Traverse City, MI 49684**

**Posted: Monday, May 4, 2015**

If you are planning to attend the meeting and you have a disability requiring any special assistance at the meeting, please notify the City Clerk, immediately.

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## **AGENDA**

1. ROLL CALL
2. Announcements
3. Discussion regarding the purchase and placement of Coast Guard Banners in Downtown Traverse City.
4. Consideration of approving minutes from the Regular Meeting of April 2, 2015.
5. Consideration of approving the final draft of the one-page fundraising document concerning the monument project.
6. Discussion regarding Jack Coppens Drive and consideration of a sign color.
7. Consideration of approving revised Coast Guard Committee objectives and mission statement.
8. Discussion regarding the Committee's participation in Friday Night Live.
9. Public Comment
10. Adjournment

# CITY OF TRAVERSE CITY

## Minutes

### United States Coast Guard Committee

April 2, 2015

A Regular Meeting for the United States Coast Guard Committee was called to order in the Second Floor Conference Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:00 p.m.

The following were present, constituting a quorum: Stan Simons, Steve Perdue, Daniel Baker, Sean Cross and Rob Richardson

The following was absent: Polly Cairns, Katelyn Stroven and Dave Barr.

Stan Simons chaired.

Various announcements were given.

1. First item being “consideration of approving the minutes from the Regular Meeting of March 5, 2015”

It was moved by Richardson and seconded by Perdue that the minutes from the Regular Meeting of March 5, 2015, as written, be approved.

AIF/MC (Cairns, Stroven, and Barr absent)

2. Next item being, “review of a one-page fundraising document concerning the monument project.”

Various changes were suggested to be made to the document. Mr. Baker will make revisions, and will send the suggestions to Ms. Cairns for approval and to include the document in next regularly scheduled meeting packet.

3. Next item inserted into the agenda being “consideration of approving and adopting new mission statement and objectives.”

It was moved by Perdue and seconded by Baker that the mission statement and objective, as written and distributed, be adopted.

AIF/MC (Cairns, Stroven, and Barr absent)

4. Next item being “review the ‘Coast Guard Cities Campaign’ drafted by Grand Valley State University.”

Various discussion took place regarding the information provided and possible suggestions to further the Committee's goals via a social media presence. The public relations subcommittee will take the lead to consider and implement new possibilities.

5. Next item being "discuss possible events for 2016 to celebrate the 70<sup>th</sup> Anniversary of Air Station Traverse City and the Coast Guard Centennial of Aviation."

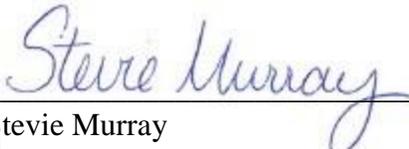
Several options for events were discussed, by consensus the designated subcommittee of Ms. Stroven and Mr. Baker will investigate the matter deeper and bring their developments back to the Committee for further discussion.

6. Next item being "Public comment."

None.

7. Adjournment.

There being no objection, Chair Stan Simons declared the meeting adjourned at 4:01 p.m.

  
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Stevie Murray  
Acting Recording Secretary

# TRAVERSE CITY, MI PROUD TO BE A COAST GUARD CITY



Dear Supporter/Patron - Hello and welcome to the City of Traverse City, a Coast Guard City!

## ***Introduction***

The United States Coast Guard and Air Station Traverse City have been in our region since 1946, when first commissioned as a one-plane detachment to provide search and rescue to the Great Lakes. Over the years, Air Station Traverse City has evolved and expanded to house over 29 officers, 112 listed personnel, and 5 MH-65 "Dolphin" Short Range Recovery Helicopters.

In 2010, United States Congress designated the City of Traverse City as a Coast Guard City for its efforts in supporting the United States Coast Guard and the men and women of Air Station Traverse City. Shortly after receiving this honorable designation, the City Commission established and appointed the Traverse City Coast Guard City Committee to assist in building a stronger bond with those serving Air Station TC.

The objectives of the Coast Guard City Committee are to educate the community in the value of the presence of our Coast Guard, which includes creating opportunities and acknowledging the professional work of the U.S. In addition, the Committee works to provide referrals and services for Coast Guard personnel and their families not currently provided in our community.

The Coast Guard City Committee is navigating its way towards these goals by inaugurating and trademarking an official Coast Guard City Logo, facilitating placement of Coast Guard City signs at key City entrances, and by participating in City events, such as Traverse City Friday Night Live and the National Cherry Festival. In addition, custom Coast Guard City rotor head and welcome signs were placed in two prominent locations within the airport, with help of Air Station Traverse City and Cherry Capital Airport.

## ***Next Steps towards Meeting Our Goals***

As a Committee, we believe it is imperative to deploy our efforts to the next level, by installing a monument in honor of Air Station Traverse City. This monument would not only signify the community-wide support of our local Coast Guard, but would honor those men and women who have served and currently serve our Traverse City community.

## ***What does your Donation mean?***

The United States Coast Guard, Air Station Traverse City, and the men and women serving it, play an integral role in your safety. As the Guardians of the Great Lakes, these individuals are ready and available to step forward when needed, saving the lives of countless people. By supporting the Traverse City Coast Guard City Committee, you are doing your part to respect and honor these brave men and women who have prepared to step forward when tragedy strikes.

It is important to the members of this Committee that the community fully embraces the significance of our outstanding local Air Station and the safeguards provided to Traverse City and the Northern Michigan Region. I am confident our dedicated Committee, backed with support of the City of Traverse City, will support the United States Coast Guard Air Station Traverse City and the men and women serving.

In closing, please accept my sincere thank you for your time and interest. Your donation is important to paying tribute to our Guardian of the Great Lakes!

Stan Simons (Chair - Traverse City Coast Guard Committee)

## Conceptual designs & location map



While Traverse City has an abundance of green space, the Committee anticipates the monument to be located in a prominent location in Mini Park, near the corner of Front Street and Franklin Street.



There is more to this project than installing a Coast Guard Monument. While our top priority is to honor the Coast Guard, the Committee is also dedicated to improving the Traverse City community.

If you have any questions regarding your support or potential donation, please do not hesitate to contact me, or one of the other Traverse City Coast Guard Committee members.

Website - [www.traversecitymi.gov/coastguard.asp](http://www.traversecitymi.gov/coastguard.asp)

***Stan Simons, Chairperson, 231-941-6171 Ext 3***  
***[sosimons72@gmail.com](mailto:sosimons72@gmail.com)***

***Steve Perdue – (Vice Chairperson) (231.938.9443) [Robert Richardson](mailto:Robert.Richardson@uscg.mil) (917.428.5410)***  
***[Polly Watson Cairns](mailto:Polly.Watson.Cairns@uscg.mil) (231.922.4450) [Daniel Baker](mailto:Daniel.Baker@uscg.mil) (616.340.3536) [David Barr](mailto:David.Barr@uscg.mil) (231.620.2523)***  
***[Katelyn Stroven](mailto:Katelyn.Stroven@uscg.mil) [kstroven@traversecitymi.gov](mailto:kstroven@traversecitymi.gov) (231.922.4486)***

## Traverse City Coast Guard Committee Mission Statement

The mission of the Traverse City Coast Guard Committee is to promote and support United States Coast Guard Air Station Traverse City.

## Traverse City Coast Guard Committee Goals and Objectives

### PROMOTE: OBJECTIVE

In 2015, ~~we the Committee~~ will complete the following objectives in order to PROMOTE the men and woman of the Coast Guard:

1. ~~We will r~~Raise \$100,000 to build and maintain the Coast Guard statue, and take all reasonable steps to secure a location for it. ~~(Stan)~~
2. ~~We will d~~Devise and execute a public relations strategy. ~~(Steve, Dave and Rob)~~
3. ~~We will e~~Continue the signage and street naming campaign.
4. ~~We will h~~Host or participate in events designed to promote the Coast Guard in Traverse City, including Friday Night Live, National Cherry Festival parades and events, an annual ball, and a Welcome Picnic/Ice Cream Social/or similar event. ~~(Katie and Dan)~~
5. ~~We will w~~Work with the Traverse City Garden Club to install a garden that celebrates the Coast Guard, preferably located inat the mini-park. ~~(Katie and Polly)~~

### SUPPORT: OBJECTIVE

In 2015, ~~we will~~the Committee complete the following objectives in order to SUPPORT the men and woman of the Coast Guard:

1. ~~We will d~~Develop a directory of local business that are supportive of Coast Guard personnel with business-related discounts. ~~(Dave and Dan)~~
2. ~~We will d~~Develop a series of special recognitions and awards keyed to the Coast Guard honors of Enlisted Person of the Quarter, the semi-annual Pershard Award, and the semi-annual Golden Wrench Award. ~~(Stan, Steve, and Polly)~~
3. ~~We will d~~Develop a legislative agenda designed to support the Coast Guard, including:
  - a. Legislative liaison program with our Congressional Delegation;
  - b. Special legislation designed to support professional licensing for the trailing spouse in the areas of teaching and nursing; and
  - c. Cooperative outreach to a broader association of Coast Guard communities. ~~(Steve and Rob)~~
4. ~~We will d~~Develop a Community Outreach and Mentoring program designed to welcome and orientate new Coast Guard families to our community (see PROMOTE #4 – welcome picnic/ice cream social. ~~(Katie and Dan)~~

### NEXT STEPS

1. Finalize, agree, and adopt the revised Mission Statement and Objectives;

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2. ~~Break into assigned committees to d~~Develop more detailed plans around these broad objectives, including detailed strategies, goals, metrics, and dates;
3. Develop a communications strategy designed to inform the City Commission and general public of ~~Committee our~~ plans and on-going status of events; and
4. Work collaboratively with ~~Air Station Traverse City~~ Commander ~~Cross~~ in each of these areas to ensure transparency and to secure input and support.
5. Execute, execute, execute...

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## **Mission Statement**

*The Coast Guard City Committee is a cooperative committee endeavoring to promote and advertise Traverse City as an official U.S. Coast Guard City.*

## **Goals**

- *Educate our community on the value of the Coast Guard presence.*
- *Create opportunities to acknowledge the professional work of the U.S. Coast Guard men and women assigned to Air Station Traverse City.*
- *Establish and organize referrals for Coast Guard personnel and their families for services not provided by the Coast Guard.*