



United States Coast Guard City Committee



3:00 PM

Thursday, February 4, 2016

Located in: The Second Floor Conference Room

Governmental Center

Traverse City, MI 49684

Posted: Monday, February 1, 2016

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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Traverse City Coast Guard City Committee:
c/o Katie Zeits, CMC, Deputy City Clerk
(231) 922-4480
Email: tcclerk@traversecitymi.gov
Web: www.traversecitymi.gov
400 Boardman Avenue
Traverse City, MI 49684

AGENDA

ROLL CALL

1. Announcements
2. Consideration of approving the minutes from the January 7, 2017 regular meeting.
3. Consideration of approving Coast Guard City “talking points.”
4. Consideration of approving the Monument Project Assessment for submission to the Arts Commission.
5. Consideration of reviewing and approving the Biederman Grant Application.
6. Consideration of reimbursement of funds for purchased movie tickets as it relates to The Finest Hours movie screening.

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7. Discussion regarding securing funding for a fly over video of Mini Park incorporating the Monument Project.
8. Discussion regarding a Coast Guard City booth during the Cherry Festival.
9. Discussion regarding an annual Coast Guard City Committee sponsored event.
10. Discussion regarding display in conjunction with the Coast Guard Centennial Celebration.
11. Update regarding Coast Guard City banners.
12. Update regarding Coast Guard City logo request for proposal.
13. Public Comment
14. Adjournment

CITY OF TRAVERSE CITY

Minutes

United States Coast Guard City Committee

January 7, 2016

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, Greg Matyas, Polly Cairns, Dan Baker, Robert Richardson, and Marty Colburn (3:11 p.m.).

Also present was Katelyn Zeits

The following was absent: Dave Barr

Stan Simons chaired.

Various Announcements were given.

1. First item being "Consideration of approving minutes from the December 3, 2015 regular meeting."

It was moved by Cairns, seconded by Baker, to approve minutes from the December 3, 2015 regular meeting.

AIF/MC (Barr absent)

2. Next item being "Discussion regarding fundraising efforts."

By consensus, individual committee member fundraising efforts will continue.

3. Next item being "Update regarding Coast Guard City Banners."

Ms. Zeits indicated she is still working with Britten Banners to order and place the flags on City streets.

4. Next item being "Biederman Grant application."

By consensus, Mr. Simons will complete the application for review by the Committee before it is submitted to the foundation.

5. Next item being "Update regarding Coast Guard movie showing."

By consensus, Mr. Perdue will contact Carmike Cinemas and discuss the Committee being present during the opening day of the Coast Guard movie, the Finest Hours.

6. Next item being "Update regarding Coast Guard City logo Request for Proposal."

Ms. Zeits indicated she is still working with the City Manager's Office on drafting this proposal.

7. Next item being "Public Comment."

None.

8. Adjournment.

There being no objection, Chair Stan Simons declared the meeting adjourned at 3:22 p.m.

Katelyn Zeits
Recording Secretary



City of Traverse City
Coast Guard City Committee
Governmental Center
400 Boardman Avenue
Traverse City, MI 49684
(231) 922-4480
(231) 922-4485



Traverse City, a Coast Guard City!

The Coast Guard City program was established by our United States Congress in 1998 to recognize communities supporting “Team Coast Guard” across the nation. A city earns the distinction of being named a Coast Guard City by making special efforts to acknowledge the professional work of the Coast Guard men and women assigned to its area. Coast Guard cities regularly reach out to Coast Guard personnel and their families and make them feel welcome “in their home away from home.” Traverse City became the 10th Coast Guard City in July 2010. Its efforts illustrate a longstanding enduring relationship, with an emphasis on the support our community has given to members of the Coast Guard and their families.

Established in August of 2011 by the City of Traverse City, the Coast Guard City Committee is made up of 8 members: City Manager Martin Colburn, Air Station Traverse City Commander Greg Matyas, Stan Simons, Steve Purdue, Daniel Baker, David Barr, Polly Watson Cairns, and Robert Richardson. The committee meets on the 1st Thursday of each month in the Governmental Center at 3:00 p.m. All meetings are open to the public.

As a division of the City of Traverse City, the Committee is charged with creating, promoting and implementing programs and services to augment those offered by the Coast Guard, educating the local community about the local Coast Guard family, acknowledging the professional work of Coast Guard men and women and providing additional services for them.

The City of Traverse City celebrates being one of only 15 nationally recognized Coast Guard Cities and is aware of the hard work and sacrifices made by those serving the community. This is illustrated by the people of Traverse City who have shown an unprecedented amount of warmth and compassion for local Coast Guard men and women, reaching out to them in a way that makes their short stay at Air Station Traverse City a time to remember and revere. The City of Traverse City is very proud of its community for supporting Team Coast Guard during their time of service and wants to continuously grow to improve its services and programs for the Coast Guard and their families.

The committee has set some aggressive goals to be accomplished within the next two years:

- Place a unique helicopter sculpture within a City park
- Continue to add signage to main gateways into Traverse City
- Place flags and banners promoting Coast Guard City
- Partner with local businesses to promote the City’s designation as a Coast Guard City and to provide merchandise for sale to the public
- Market unique merchandise bearing the Coast guard City logo
- Create a national association of Coast Guard Cities
- Increase the Coast Guard City footprint in the National Cherry Festival

The Committee invites you to take part in accomplishing these goals by making a tax deductible donation to the Coast Guard City Committee. Checks may be made payable to the City of Traverse City, and mailed to the attention of Katelyn Zeits, Deputy City Clerk, 400 Boardman Avenue, Traverse City, MI 49684. It is important that the check also designates the funds to the Coast Guard City Committee.

Thank you in advance for your generosity and support!

For more information to become involved with the Coast Guard City Committee, please contact Deputy City Clerk Katelyn Zeits at kzeits@traversecitymi.gov or by phone at 231-922-4480.

Phase One: Project Assessment & Selection – The Project should:

- Enhance and enliven the selected public space.
 - Little draw to the mini park location even though it is on the TART trail. Great opportunity to show support as a Coast Guard City when entering the downtown area from the east. The park space marks the gateway to Downtown. The statue will enliven the currently underutilized green area and give the many visitors the accurate first impression that the USGC is greatly appreciated and honored in our community.
- Reflect the spirit and character of the community.
 - T.C. citizens have embraced the Coast Guard. The Coast Guard has been a part of the community for the past 70 years.
- Be innovative in design.
 - Modern design crafted by a T.C. West High School student. (Details on the concept from Mallory Heiges and design specification from engineer?)
- Be engineered for safety and technical feasibility.
 - Engineered/Elevated design with community safety in mind.
- Be mindful of the importance of pedestrian scale to the community of Traverse City.
 - The artwork is large enough to be noticed, but the low profile design does not interfere with the natural surroundings of the park.
- Take into account any liability issues that may arise from the artwork.
 - Design is sturdy and discourages climbing on the artwork.
 - Original kinetic design has been altered to a fixed structure and therefore substantially reduces potential liability issues as well as upkeep costs.
- Be durable relative to the elements, theft, and vandalism, with consideration given to short and long-term maintenance.
 - Stainless steel construction/low maintenance/budgeted for long-term care
- Accurately fall within desired time frame.
 - The time is now! 5 years since being named a Coast Guard City, 3 years since student design, and following our July 2015 Coast Guard City re-designation.
- Meet budget and available funds, including the cost of the public art, installation costs, signage, maintenance, and all other associated costs.
 - \$100,000 budget/funding thru local donors, fundraising and possible state park grants. (Need detailed breakdown of projected expenses or material information.
- Be compatible in terms of scale, form, content, and design with respect to its immediate and general, social, and physical environment.
 - Large scale/relevant content & design. Located at the gateway park into the city. The structure in comparison to the size of the park is not overwhelming and would enhance the park.
- It is acceptable in terms of durability, maintenance, public access, appropriateness, safety, and security.
- Serve the goals of the Public Art Program Master Plan and the needs of the community.
 - This sculpture/monument is a highly visible piece of art that will be meaningful to the community and promote our status as a Coast Guard City.

SITE CONSIDERATIONS:

- If the project begins with a chosen site, what medium would be best suited for the space?
 - Chosen site is Mini Park and may be the only feature, or an opportunity to display other pieces of art in the park. It would be a perfect fit for Gateway Park.
- If the project begins with a particular work of art, what site is currently available for placement and is a feasible, viable location for public art?
 - Mini Park site is under consideration with City Parks and Recreation Committee to re-create [mini-park] landscape as a gateway to downtown Traverse City. See Concept drawings.
- Will the entire community have sufficient access to the art once it is placed, and will its placement enhance the Public Art Program as a whole?
 - This art is in an open space available to the entire community and unique in its design.
- Will the artwork integrate well with its surroundings?
 - The artwork is large enough to be noticed, but the low profile design does not interfere with the natural surroundings of the park. It would establish a fresh new environment.
- What timelines and other site factors that may affect placement need to be considered?
 - Sculpture/Monument may be installed prior to possible park re-model and is not dependent upon a new park design.
- What stakeholders will be actively involved in the project?
 - The Coast Guard City Committee comprises the stakeholders and will be actively engaged in the funding, coordination and completion of the structure to assure compliance with the Arts Commission requirements.
- What difficulties or resistance are likely to be met?
 - Funding may be a challenge, but the Coast Guard Committee is actively engaged in fundraising with local donors. The community may object to design/scale/location.

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 enlisted 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 Traverse City.

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. Coast Guard. In addition, the Committee works to provide referrals and services, not currently provided in our community, for Coast Guard personnel and their families.

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 prominent locations within the airport, with help from 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 are 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 by 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 Steve.

Stan Simons (Chair)
231.947.6171 Ext 3
sosimons72@gmail.com

Steve Perdue (Vice-Chair)
231.922.4886
sperdue@grandtraverseindustries.com

Traverse City Coast Guard Committee members: Stan Simons, Steve Perdue, Robert Richardson, Polly Watson Cairns, Daniel Baker, David Barr, & Katelyn Stroven

Website - www.traversecitymi.gov/coastguard.asp

**THE LES AND ANNE BIEDERMAN FOUNDATION, INC.
P.O. BOX 564
TRAVERSE CITY, MI 49685-0564**

GRANT APPLICATION

NAME: United States Coast Guard Committee

STREET 400 Boardman Ave.

CITY STATE ZIP Traverse City, MI 49684

TELEPHONE (231) 922-4700

CONTACT PERSON Stan Simons (Chair)

TAX ID # 38-6004740 TAX EXEMPT Yes

FUNDS REQUESTED \$ 25,000

PURPOSE OF ORGANIZATION

The Coast Guard City program established by congress in 1998 recognizes communities that support Team Coast Guard across the nation. A city earns the distinction of being named a Coast Guard City by making special efforts to acknowledge the professional work of the Coast Guard men and women assigned to its area. Coast Guard cities regularly reach out to Coast Guard personnel and their families and make them feel at home :”at their home away from home”. The city’s efforts illustrate a longstanding enduring relationship, with an emphasis on considerations the community has made for the members of the Coast Guard families. Traverse City became the 10th C.G. City in July 2010.

Established in August of 2011 by the City of Traverse City, the Coast Guard City Committee is made up of 8 members and is a division of the City of Traverse City, in partnership with our US Coast Guard. The committee is charged with creating, promoting and implementing programs and services to augment those services offered by the local US Coast Guard Air Station, educating the local community about our Coast Guard, acknowledging the professional work of the Coast Guard men and women and providing additional services for them, while recognizing Traverse City as one of 14 nationally recognized US Coast Guard Cities.

SUMMARY OF PROJECT OR PURPOSE FOR WHICH FUNDING IS REQUESTED (INDICATE TOTAL COST OF PROJECT AND OTHER SOURCES OF FUNDING). PLEASE PROVIDE SUFFICIENT INFORMATION TO EVALUATE THE PROPOSAL CONSIDERING THE FACTORS LISTED UNDER CRITERIA TO BE USED IN EVALUATING GRANT APPLICATION. (ATTACH ADDITIONAL PAGES, IF NECESSARY.)

The committee is seeking funding to build a Monument to our Coast Guard Men and Women to help recognize and put forth in our community the unique and supportive relationship between the City of Traverse City and our local Coast Guard, Air Station Traverse City. The monument will also help educate our community about the Coast Guard and offer recognition for our local Coast Guard men and women serving our community, as well as promoting and recognizing the City of Traverse City as one of the few national US Coast Guard Cities, being number 10 of 15. Funding will be used to help complete the first phase of the building of the monument and will allow for the structure to be constructed and put in place.

The monument will serve as a tribute to all past and present who have served in the Coast Guard, as well as an educational piece elaborating on the history of the relationship between Traverse City and the US Coast Guard and the unique culture of respect and support between the two.

The proposed freestanding abstract silhouette of a helicopter (concept image attached) will be positioned as a monument to our local Men and Women in the Coast Guard, as well as to all those who support the fact that Traverse City is a Coast Guard City. The 20 foot tall Monument will be located within the city limits of Traverse City and shall be constructed of stainless-steel for easy upkeep and shall cost an estimated \$100,000 to reach completion.

Preliminaries include the securing approval of the design from the newly formed Arts Commission; then seeking approval from the City Commission to erect the monument at the proposed location (see Phase #1).

Phase #1 of the construction process is expected to cost \$50,000. The monument is currently being presented as an option for placement in the Mini Park owned by the city at Grandview Parkway and Front Street.

Phase #2 which includes landscaping, lighting and the actual construction of the base the sculpture will stand within and is projected to cost \$50,000. Depending on when each segment of the process can be worked on, different phases may be completed partially or completely depending on the availability of funding and if the phase is not dependent upon completion of other components first. Phase #1 will receive priority in the construction phase, however, Phase 2 will be worked on as availability of funds are secured and at the discretion of the city and the committee.

Additional funding: The Committee plans to raise all funding from other grants and through General Donations independent of City tax dollars.

Additional Background:

The people of Traverse City have shown an unprecedented amount of warmth and compassion for our Coast Guard men and women, reaching out to them in a way that makes their short stay at the Traverse City Air Station a time to remember and revere. Traverse City celebrates being a Coast Guard City to recognize not only the hard work and sacrifices made by those serving our community, but to renew our commitment to serving them as well. Traverse City is very proud of our Coast Guard and our community members for supporting them during their time of service and in their retirement, for those who choose to make Traverse City their permanent home and wants to ensure there are ample programs and services available to support and integrate them into our local community. Anything granted less than the full request would only go towards funding the monument project. All donations are tax deductible and will be deposited to a Coast Guard City account within the City.

Memorandum

The City of Traverse City



TO: Coast Guard City Committee

FROM: Katie Zeits, Deputy City Clerk *Katie Zeits*

DATE: February 1, 2016

SUBJECT: Authorization of Payment – The Finest Hours Event

In conjunction with the event sponsored in part by the Coast Guard City Committee, tickets were purchased to allow for Coast Guard Personnel and their families to attend the screening of The Finest Hours free of charge.

Chairman Stan Simons purchased the tickets on behalf of the Committee and therefore needs to be reimbursed.

I recommend the following motion:

The Committee approves reimbursement of \$260.00 to Chairman Stan Simons for purchase of tickets to the Coast Guard City Committee sponsored movie screening event for Coast Guard Personnel and their families on Friday, January 29, 2016.

5k-10k Coast Guard Run

Concept:

- Host Annual 5k (and/or 10k) race in support of the Coast Guard
 - o Promote USCG- Air Station Traverse City
 - o Bring community members and Air Station TC members together for a fun event
 - o Raise funds for the Coast Guard City Committee to better support local Coasties
 - o Build awareness and financial momentum over the years to create a well run annual event for the CG as well as a stream of funds that can build over time to support the long term mission of the committee
- Provide T-shirt for pre-registered racers
 - o Spark interest in the race
 - o Continuous promotional item (circulated and worn in the community)
- Request local small business and corporate sponsors to float up front cost of the event
 - o Provide logo on back of T-shirt as well as at the registration table & finish line
 - o Eliminated risk of losing money during the difficult part, year #1
 - o Traverse City Track Club input: Auto Dealerships, Pepsi, Jimmy Johns
- Outsource timing and race set up including finish line etc.
 - o See Endurance Evolution insert
- Marketing:
 - o Traverse City Business News- Free
 - o Ticker Calendar- Free
 - o Traverse City Young Professionals Network (Newsletter, meetings, facebook)- Free
 - o City of Traverse City Facebook- Free
 - o Traverse City Track Club Calendar- Free

Challenges/Questions:

- Man power
 - o How do we staff the race in order to run smooth and efficiently?
- Cost
 - o How successful will we be at raising funds?
- Registration Fee Pricing
 - o How much will shirt cost? How much are runners willing to pay?
- Date/Time/Route
 - o How do we find a good weekend?
 - o Permitting process?- Kate

**Timing & Services
Price Information**

Timing Services – Basic Option

Great for small races

Services included:

- Pre-race labeling of bib numbers
- Gun start and finish time
- Finish clock
- Video back up
- Web-based results
- Results posted on web
- Handling of post-race issues (incorrect gender/age/time, etc.)

- **\$4.00 per registrant with a \$500 minimum**

Timing Services – Pro Option

Great for small or large races

Services included:

- Pre-race labeling of bib numbers
- Fully automatic chip timing
- Unlimited number of participants
- Gun start and finish time
- Chip start and finish time
- Finish clock
- Video back up
- Web-based results
- Results posted on web
- Handling of post-race issues (incorrect gender/age/time, etc.)

- **\$3.00 per registrant with a \$1000 minimum**

Timing Services – Multisport Option

For triathlons and other multisport events

Services included:

- Pre-race labeling of bib numbers
 - Fully automatic chip timing
 - Up to two split time locations at transition area
 - Unlimited number of participants
 - Gun start and finish time
 - Chip finish time
 - Finish clock
 - Video back up
 - Web-based results
 - Results posted on web
 - Handling of post-race issues (incorrect gender/age/time, etc.)
- **\$5.00 per registrant with a \$2250 minimum**

Events that are more than a one-hour drive from Traverse City may require a travel/lodging fee. Contact us for details.

Other services/rentals available include:

- | | |
|--------------------------------------|--------------|
| • Race bib numbers | price varies |
| • Drink coolers (5-10 gal.) | \$8 each |
| • Course directional signage | \$3 each |
| • Finish banner (8' wide) | \$50 |
| • Finish arch structure (w/ banner) | \$125 |
| • Finish clock | \$175 |
| • Additional chip timing split point | \$375 |
| • Announcer P.A. system | \$200 |
| • 8-foot tables | \$8 each |
| • Traffic cones (25) | \$50 |
| • Safety vests (10) | \$20 |
| • 10'x10' E-Z Up tent | \$75 each |

Need help with something not on this list?...Let us know.
Happy Racing!



Jason Whittaker
Timing Services Director

www.timing.enduranceevolution.com

timing@enduranceevolution.com

231.715.1406