#### **BOARD MEETING**

# AGENDA Wednesday – August 13, 2025 5:30 P.M.

- 1. Call to order
- 2. Roll Call
- 3. Pledge of allegiance
- 4. Invocation
- 5. Additions to Agenda
- 6. Approval of Agenda
- 7. Public Comment
- 8. Consent Agenda Approval
- 9. Approve Minutes Regular mtg. Date July 9th, 2025\*
  - a. Approve Financial Report
  - b. Approve Correspondence
  - c. Approve Committee Reports\*
  - d. Approve payment of Bills
- 10. Consider Special Meeting date for Long Term Asset Management workshop
- 11. Consider Planning Commission recommendation, rezone 14462 Gardner from C-1 to R-1, to match actual parcel lot lines.\*
- 12. Presentation Mckenna Group Amended Master Plan
- 13. Consider Planning Commission recommendation to approve master plan\*
- 14. Discussion Fire Cadet Program
- 15. Review Township Hall Flooring Proposals, bid opening on Tuesday, August 12
- 16. Review Website update Proposals\*
- 17. Discussion Windsnest Parking & Speed Limits Margaret Ave, & Olive Shores
- 18. Additions to Agenda
- 19. Public Comment
- 20. Adjourn

#### \* Information included in packet

Next Meeting - September 10th, 2025

## Minutes of a Regular Meeting of the Port Sheldon Township Board

July 9, 2025 – 5:30 P.M.

- 1. Call to order
- 2. Roll Call

Present: Michael Sabatino, Meredith Hemmeke, Rachel Frantom, Luke DeVries and Bill Monhollon.

Absent: None

Also present: Attorney Ron Bultje, Becky Huttenga, Economic Development Coordinator for Ottawa County, John Gutierrez, Ottawa County Road Commission, and twenty-three residents and/or guests.

- 3. Pledge of allegiance.
- 4. Invocation

Luke DeVries offered the invocation.

- 5. Additions to Agenda: None
- 6. Approval of Agenda.

Motion by Monhollon to approve the agenda. Supported by DeVries and carried.

7. Public Comment:

Public Comment was received from one resident.

- 8. Consent Agenda Approval
  - a. Approve Minutes-June 11, 2025 Regular Meeting.

June 25, 2025 Special/Workshop Meeting

- b. Approve Financial Report
- c. Approve Correspondence:
  - 1. Received Correspondence from Broom Tree Inspections.
- d. Approve Committee Reports
  - i. Building Twenty-nine permits issued with one new home start.
  - ii. Fire Department Thirty-three calls, plus two meetings. 110 calls for the first 6 months of 2024, 167 calls for the first 6 months of this year, an increase of 57 calls from this time last year a 52% increase.

Probationary firefighter, Adam Daniels has completed Medical First Responder training and Firefighter I & II and has completed all his required training. Chief Dirkse recommends promoting him to full firefighter status.

e. Approve payment of Bills

Motion by Frantom to approve the consent agenda. Supported by Hemmeke and carried.

9. Thank Volunteers & Sponsors-Summerfest

The township board thanks volunteers and donors for helping to make Port Sheldon Township's Summerfest a success.

10. Consider- Fire Chief Recommendation moving Adam Daniels to full firefighter status.

<u>Motion</u> by Hemmeke to accept Chief Dirkse's recommendation and promote Adam Daniels to full firefighter status. Supported by DeVries and carried.

11. Presentation- Ottawa County Farmland Preservation Program.

Becky Huttenga, the Economic Development Coordinator for Ottawa County, gave a presentation about the Ottawa County Farmland Preservation Program.

12. Consider- Resolution to support Ottawa County Farmland Preservation Program.

<u>Motion</u> by Monhollon to adopt resolution 2025-14 supporting the Ottawa County Farmland Preservation Program, creating a voluntary option for owners of farmland to protect their farmland by participating in the purchase of a development rights program. Supported by DeVries and carried with five yes roll call votes. Ayes; Frantom, Hemmeke, Sabatino, DeVries, and Monhollon. Nays: None.

13. Consider-Resolution to assert right for Township Board to Approve the Master Plan after Planning Commission Approval.

<u>Motion</u> by Hemmeke to adopt resolution 2025-15 asserting the township Board's right to adopt the proposed Master Plan after the Planning Commission's approval. Supported by DeVries and carried with five yes roll call votes. Ayes; Monhollon, DeVries, Sabatino, Hemmeke, and Frantom. Nays: None.

14. Presentation -Rosabelle Beach Avenue Representative

Jeffrey Weenink, a resident of Rosabelle Beach presented on the history of Rosabelle Beach Avenue and the reasons why they are requesting for repaving of the road. The supervisor mentioned that Port Sheldon that the township, has a road improvement policy, by which the road can be paved.

15. Discussion- Additional signage request Rosabelle Beach Avenue.

The fire chief has requested for additional parking regulation on Rosabelle Beach Avenue, prohibiting parking from the entrance of Rosabelle Beach Avenue on the west side of Rosabelle Beach Avenue 150 feet to the north, to accommodate the turning radius of fire/rescue vehicles.

<u>Motion</u> by Hemmeke to adopt resolution 2025-16 to prohibit parking from the entrance to Rosabelle Beach Avenue, parking is prohibited 150 feet north, on the west side of Rosabelle Beach Avenue. Supported by DeVries and carried with five yes roll call votes. Ayes; Frantom, Hemmeke, Sabatino, DeVries, and Monhollon. Nays: None.

16. Review- Parks & Recreation Committee Draft Survey

Revisions for the survey from the township board are requested to be submitted no later than July 17<sup>th</sup>.

- 17. Additions to Agenda: None
- 18. Public Comment:

Public Comment was received from 10 residents.

19. Adjourn

**Motion** by Monhollon to adjourn. Supported by DeVries and carried.

The meeting adjourned at 6:59 pm.

Meredith Hemmeke, Clerk

### **PORT SHELDON FIRE DEPARTMENT**

#### July 2025 - 34 calls plus 2 meetings

# <u>July</u> Medical - 10 PI Accident - 6 Fire Alarm – 3 Cancelled Enroute - 3 Service Call - 2 Lift Assist - 2 Station Move Up - 1 Good Intent - 1 CO Alarm - 1 Vehicle Fire - 1 Down Powerline - 1 Wildfire - 1 Fire/Other - 1

Electrical Issue - 1

# Building

Permit #	Contractor	Job Address	Fee Total	Const. Value
PB25-113	PIGEON RIVER DEVELOPMEN	6755 BUTTERNUT DR	\$170.00	\$5,000
Work Descrip	otion: Enclose 28' of existing porch area			
PB25-114	WALIGORSKI MATTHEW-ALISS	9454 168TH AVE	\$92.00	\$11,400
Work Descrip	otion: Complete main deck on rear of ho	puse		
PB25-118	WALTERS AARON-RACHAEL	5541 SAND DR	\$225.00	\$50,000
Work Descrip	Post construction with porch Unfinished			
PB25-119	BOS BRANDON-SARA	6571 HOLLY DR	\$172.50	\$35,000
Work Descrip	Demo existing deck Build new deck and stairs			
PB25-120	VANKAMPEN DALE-MARGARE	E 15807 NEW HOLLAND ST	\$158.50	\$30,678
Work Descrip	otion: 1 Layer tear off of shingles & re-sl 2. layer tear off of shingles & re-sl	ningle on house. ningle on northern most pony barn.		
PB25-124	RAMOS ROBERT J-AMANDA J	5155 152ND AVE	\$165.50	\$32,720
Work Descrip	otion: Tear off and Reroof			
PB25-127	MILLER BRADLEY K-KRISTINE	15875 RIDGE CREEK	\$421.00	\$109,320
Work Descrip	otion: Accessory Building 3 Stall Garage Loft, Kitchen, Bathroom			
PB25-123	KNIERIM ROBERT-DENISE	15654 RIVER TRACE	\$312.50	\$75,000
Work Descrip	otion: 16x24 Accessory Building			
PB25-125	GOODING SAMUEL-KRISTA	7074 152ND AVE	\$3,413.50	\$960,391
Work Descrip	Attached Garage Attached Deck Finished Lower Level			
PB25-126	GROENHOF DAVID-HOLLY	15315 NEW HOLLAND ST	\$255.00	\$3,600
Work Descrip	otion: Daumoom/ Laumury Addition 0x4			
PB25-084	TORRENCE PHILLIP D	17350 BEACHVIEW DR	\$170.00	\$19,672
Work Descrip	otion: Repair/ Replace existing beach sta	irs in same footprint		
PB25-117	SLAUGHTER JEFFREY	5897 BUTTERNUT DR	\$330.00	\$80,000
Work Descrip	otion: 24x40 Conventional framing access	ssory building		

PB25-134 V	ENTURA TOWNHOUSES LLC	9138 CAMINO DR (PVT)	\$0.00	\$0
Work Description:	6 Unit Townhome Apt. Attached Garages			
PB25-135 V	ENTURA TOWNHOUSES LLC	9140 CAMINO DR (PVT)	\$0.00	\$0
Work Description:	6 Unit Townhome Apt. Attached Garages			
PB25-136 V	ENTURA TOWNHOUSES LLC	9142 CAMINO DR (PVT)	\$0.00	\$0
Work Description:	6 Unit Townhome Apt. Attached Garages			
PB25-137 V	ENTURA TOWNHOUSES LLC	9144 CAMINO DR (PVT)	\$0.00	\$0
Work Description:	6 Unit Townhome Apt. Attached Garages			
PB25-138 V	ENTURA TOWNHOUSES LLC	9146 CAMINO DR (PVT)	\$0.00	\$0
Work Description:	6 Unit Townhome Apt. Attached Garages			
PB25-139 V	ENTURA TOWNHOUSES LLC	9148 CAMINO DR (PVT)	\$0.00	\$0
Work Description:	6 Unit Townhome Apt. Attached Garages			
PB25-148 C	RINER TERRIE K TRUST	7497 MARGARET AVE	\$95.50	\$12,196
Work Description:	Tear off and Reroof			
PB25-133 83	305 OLIVE SHORE LLC	8305 CROSWELL SHORE TR	\$165.50	\$32,647
Work Description:	Re-roof			
PB25-121 N	IONHOLLON BUILDERS INC	17055 PAINTED RIDGE DR	\$239.00	\$54,000
Work Description:	10x16 In Ground Pool Auto Cover			
PB25-140 M	IATTSON MICHAEL H-REBECC	9233 154TH ST PVT	\$298.50	\$70,800
Work Description:	Accessory Building 52x40 Pole Barn Variance Applied			
PB25-129 V	ENTURA TOWNHOUSES LLC	9087 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-130 V	ENTURA TOWNHOUSES LLC	9089 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-131 V	ENTURA TOWNHOUSES LLC	9091 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-132 V	ENTURA TOWNHOUSES LLC	9093 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			

PB25-141 F	HORNBERGER JESSE-ANNELIE	16386 PORT SHELDON ST	\$170.00	\$17,100
Work Description:	Replace existing deck 13x13 with stairs			
PB25-144 V	VENTURA TOWNHOUSES LLC	9095 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-145 V	VENTURA TOWNHOUSES LLC	9097 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-146 V	VENTURA TOWNHOUSES LLC	9099 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-147 V	VENTURA TOWNHOUSES LLC	9101 CAMINO DR (PVT)	\$627.50	\$164,047
Work Description:	4 Unit Townhome Apt. Attached Garage			
PB25-122 S	ILVERSTEIN MARC E-SPARKS	5749 LAKESHORE DR	\$487.50	\$125,000
Work Description:	20x40 Pool with auto cover Sheet Pile retaining wall			
PB25-142 N	MACDONALD CHRISTOPHER A	9304 BIGLEAF DR	\$414.20	\$20,000
Work Description:	Partial Basement Finish 1 Bedroom 1 Bathroom			
PB25-153 F	RICHARD ANDREW-RUTH	5720 160TH AVE	\$170.00	\$15,000
Work Description:	replace existing ucck			
PB25-149 N	MCILHARGEY TERENCE P	8733 OLIVE SHORE AVE	\$92.00	\$11,152
Work Description:	Tear off and Reroof			
PB25-151 S	ILVERSTEIN MARC E-SPARKS	5749 LAKESHORE DR	\$333.50	\$80,623
Work Description:	Ground Mounted Solar Array 1493 sq.ft. On concrete piers			
PB25-154 S	CHROEDER JASON-JENNA	4895 CHRISTY LN	\$410.50	\$102,500
Work Description:	Res. In-ground pool 20x46 w. auto cover			

Total Permits For Type: 37

Total Fees For Type: \$13,781.70

Total Const. Value For Type: \$3,266,174

Population: All Records Permit.DateIssued Between 7/1/2025 12:00:00 AM AND 7/31/2025 11:59:59 PM AND Permit.PermitType = Building Grand Total Fees:

**Grand Total Permits:** 

\$13,781.70

37

**Grand Total Const. Value:** 

\$3,266,174

### **Building Dept. Totals 2025**

Month	Total Pemits	Total Value	•	Total Fees	New Homes	New Mobile Homes	Multi-Family Units
JAN	7	\$ 537,901.00	\$	2,867.50	0	0	0
FEB	5	\$ 2,471,940.00	\$	8,989.50	3	0	0
MAR	11	\$ 2,043,804.00	\$	9,227.75	2	0	0
APR	14	\$ 3,571,661.00	\$	13,325.50	3	0	0
MAY	34	\$ 7,171,813.00	\$	30,417.80	4	0	10
JUN	29	\$ 13,132,762.00	\$	11,673.00	1	0	0
JUL	37	\$ 3,266,174.00	\$	13,781.70	1	0	8
AUG							

SEP

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DEC

YTD Total Permits	137
YTD Total Value	\$ 32,196,055.00
YTD Total Fees	\$ 90,282.75
YTD New Homes	14
YTD New Mobile Homes	0
YTD New Multi-Family Units	18

# Enforcement List

Enforcement Number	Address/ Parcel Number	Category	Date Filed	Status	Next Action Next Action Date	75.6	Date Closed
E250001	15887 STANTON ST 70-11-02-100-029	ILLEGAL USE	01/07/2025	Resolved		0	01/14/2025
E250002	16500 HAVEN WOODS CT	Building without a perm	01/14/2025	Resolved		0	01/14/2025
E250003	70-11-03-100-034 17075 VAN BUREN ST	ILLEGAL USE	01/28/2025	Resolved		70	04/29/2025
E250004	70-11-20-400-010 5654 BUTTERNUT DR 70-11-27-300-014	TRASH & DEBRIS	03/25/2025	Resolved		70	04/08/2025
E250005	15420 CROSWELL ST 70-11-11-400-022	Building without a perm	04/01/2025	Complaint filed			
E250006	15847 CROSWELL ST 70-11-11-100-061	JUNK VEHICLES	04/01/2025	Resolved		ŏ	06/03/2025
E250007	16048 TAYLOR ST 70-11-10-200-032	TRASH & DEBRIS	04/22/2025	Resolved		ŏ	06/24/2025
E250008	7178 BUTTERNUT DR 70-11-22-100-021	ILLEGAL USE	04/22/2025	Resolved		ŏ	06/10/2025
E250009	7136 BUTTERNUT DR 70-11-22-100-022	ILLEGAL USE	04/22/2025	Resolved		ŏ	06/10/2025
E250010	17090 FILLMORE ST 70-11-04-200-072	JUNK VEHICLES	04/22/2025	Resolved		;0 ;	05/13/2025
E250011	15079 CROSWELL ST 70-11-12-100-031	Noise Violation	04/29/2025	Complaint filed			
E250012	PORT SHELDON ST 70-11-27-200-029	ILLEGAL USE	05/13/2025	No Cause for Action		70	05/13/2025
E250013	16875 STANTON ST 70-11-04-200-016	Zoning Violation	05/27/2025	Complaint filed			
E250014	15963 NEW HOLLAND ST 70-11-35-300-075	Zoning Violation	06/03/2025	Complaint filed			
E250015	9410 WHISPERING SANDS D 70-11-04-124-022	Zoning Violation	06/10/2025	Resolved		ŏ	06/10/2025
E250016	6340 BUTTERNUT DR 70-11-27-100-042	ILLEGAL USE	06/24/2025	Resolved		0.0	07/01/2025

# **Enforcement List**

Enforcement Number	Address/ Parcel Number	Category	Date Filed	Status	Next Action	Next Action Date Date Closed	Date Closed
E250017	5555 LAKESHORE DR	ILLEGAL USE	06/24/2025	Resolved			07/01/2025
	70-11-33-100-003						
E250018	5507 LAKESHORE DR	ILLEGAL USE	06/24/2025	Complaint filed			
	70-11-33-100-006						
E250019	16976 LAKE AVE	ILLEGAL USE	06/24/2025	Resolved			07/01/2025
	70-11-16-496-016						

Records: 19

All Records Population:

Enforcement.CodeOfficer = Paul Moerland AND
Enforcement.DateFiled Between 1/1/2025 12:00:00 AM AND 6/30/2025
11:59:59 PM

# PORT SHELDON TOWNSHIP OTTAWA COUNTY, MICHIGAN

#### **ORDINANCE NO. 2025-18**

AN ORDINANCE TO AMEND THE PORT SHELDON TOWNSHIP ZONING ORDINANCE; AND TO AMEND THE PORT SHELDON TOWNSHIP OFFICIAL ZONING MAP

PORT SHELDON TOWNSHIP, OTTAWA COUNTY, MICHIGAN, ORDAINS:

**Section 1. Amendment of Zoning Map.** The Official Zoning Map of Port Sheldon Township is amended such that the following described property is included within the R-1 Residential Zoning District:

Part of the Northeast 1/4 of Section 12, Town 6 North, Range 16 West, Port Sheldon Township, Ottawa County, Michigan, described as: Commencing at the East 1/4 comer of said Section: thence N88°51 '03"W 494.03 feet along the East-West 1/4 line of said Section; thence N00°11'44"E 165.00 feet along the West line of the East 3/8 of the Southeast 1/4 of the Northeast 1/4 of said Section to the Point of Beginning: thence N88°51'03"W 168.01 feet: thence N00°20'16"E 200.71 feet along the East line of the Plat of the Village of West Olive, as recorded in Liber 1, Page 89, Ottawa County Records; thence N54° 56'41"W 112.93 feet; thence S88°49'29"E 125.84 feet along the North line of Lot 1, Block 4 of said Plat, and its Easterly extension: thence N00°20'16"E 32.44 feet along the East line of the right-of-way conveyed in Liber 604, Page 878, Ottawa County Records; thence S80°01'18"E 136.23 feet; thence S00°11'44"W 275.20 feet along said West line to the Point of Beginning. Contains 1.15 acres. Subject to easements, restrictions and rights-of-way of record.

**Section 2. Effective Date.** The foregoing amendment to the Port Sheldon Township Zoning Ordinance was approved and adopted by the Township Board of Port Sheldon Township, Ottawa County, Michigan on August 13, 2025, after a public hearing as required pursuant to Michigan Act 110 of 2006, as amended. This Ordinance shall be effective on \_\_\_\_\_\_, 2025, which date is eight days after publication of the Ordinance as is required by Section 401 of Act 110, as amended, provided that this effective date shall be extended as necessary to comply with the requirements of Section 402 of Act 110, as amended.

#### **CERTIFICATE**

I, Meredith Hemmeke, the Clerk for the T	ownship of Port Sheldon, Ottawa
County, Michigan, certify that the foregoing Por	t Sheldon Township Zoning Text
Amendment Ordinance was adopted at a regular	meeting of the Township Board
held on August 13, 2025. The following mer	mbers of the Township Board
were present at that meeting:	The
following members of the Townshi	p Board were absent:
The Or	dinance was
adopted by the Township Board with members of th	e Board:
voting in favor and members of the Board: opposition.	voting in
The Ordinance or a summary of the Ordinance was p	oublished in the
on, 2025.	
Cle	redith Hemmeke, rk Port Sheldon vnship

# PORT SHELDON TOWNSHIP PLANNING COMMISSION OTTAWA COUNTY, MICHIGAN Resolution No. 2025-17

At a regular meeting of the Port Sheldon Township Planning Commission held on July 23, 2025, at the Port Sheldon Township Hall, the following Resolution was offered for adoption by Planning Commission Member Duke DeLeeuw and was seconded by Planning Commission Member Patrick Kelderhouse:

# A RESOLUTION RECOMMENDING APPROVAL OF THE UPDATED PORT SHELDON TOWNSHIP MASTER PLAN TO THE TOWNSHIP BOARD AND CONSTITUTING PLANNING COMMISSION APPROVAL OF SUCH MASTER PLAN

WHEREAS, the Michigan Planning Enabling Act, MCL 125.3801 *et seq.* ("MPEA") authorizes the Planning Commission to prepare a Master Plan for the use, development and preservation of all lands in the Township; and

WHEREAS, the Planning Commission prepared an amended Master Plan and submitted such plan to the Township Board for review and comment; and

WHEREAS, on May 14, 2025, the Port Sheldon Township Board received and reviewed the proposed Master Plan prepared by the Planning Commission and authorized distribution of the Master Plan to the Notice Group entities identified in the MPEA; and

WHEREAS, notice was provided to the Notice Group entities as provided in the MPEA; and

WHEREAS, the Planning Commission held a public hearing on today's date to consider public comment on the proposed amended Master Plan, and to further review and comment on the proposed amended Master Plan; and

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WHEREAS, the Planning Commission finds that the proposed amended Master Plan is desirable, proper, and reasonable and furthers the use, preservation, and development goals and strategies of the Township;

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

- 1. **Approval of 2025 Master Plan.** The Planning Commission approves the proposed Master Plan, including all of the chapters, figures, descriptive matters, maps and tables contained therein.
- 2. **Distribution to Township Board.** Pursuant to MCL 125.3843, the Township Board has asserted by resolution its right to approve or reject the proposed Master Plan and therefore, the approval granted herein is not the final step for adoption of the plan as provided in MCL 125.3843. In addition, the Planning Commission hereby approves distribution of the proposed amended Master Plan to the Township Board. The Planning Commission respectfully recommends to the Township Board that the Township Board give final approval and adoption of the proposed Master Plan.
- 3. *Findings of Fact*: The Planning Commission has made the foregoing determination based on a review of existing land uses in the Township, a review of the existing Master Plan provisions and maps, and input received from the Township Board and at the public hearing, as well as the assistance of a professional planning group. The Planning Commission also finds that the amended Master Plan will accurately reflect and implement the Township's goals and strategies for the use, preservation, and development of lands within Port Sheldon Township.
- 4. **Effective Date.** The Master Plan will be effective upon the date that it is approved by the Port Sheldon Township Board.

YEAS: Duke DeLeeuw, Nicole Timmer, Patrick Kelderhouse, Steve Grilley, Bill Monhollon,

Del Petroelje, Lori Stump

NAYS: None

**ABSENT: None** 

#### **RESOLUTION DECLARED ADOPTED.**

Respectfully submitted,

Dated: July 23, 2025

Lori Stump

Planning Commission Secretary



# Planning Commission Meeting Minutes July 23, 2025

<u>Call to Order</u>: 5 pm by Steve Grilley

Roll Call: Present: Steve Grilley, Nicole Timmer, Bill Monhollon, Lori Stump,

Del Petroelje, Duke DeLeeuw, Patrick Kelderhouse

Absent: Ryan Capson Staff: Andy Moore

Approve Minutes from June 25, 2025:

Motion: Approve Minutes by DeLeeuw

Support: Timmer

Motion carried 7-0 via a voice vote

Approve Agenda: Motion: To rearrange the agenda, to do new business first, then the

Master Plan review, by Petroelje

Support: DeLeeuw

Motion carried 7-0 via voice vote

<u>Communications:</u> None received

Zoning Administrator Updates: none, Capson was absent from the meeting.

Public Comments; None

New Business:

- 1. Rezoning application for parcel # 70-11-12-200-058 at 14492 Gardner St, West Olive, MI, 49460
  - a. To hear the request from Edward and Kathleen Davis to change the zoning of this piece of property from commercial to residential.
  - b. Andy Moore summarized the request, he reports that it is a simple request, the lot is surrounded by other single family home lots, the rezoning will be compatible with the surrounding area. The rezoned property will be consistent with the zoning area under both the current Master Plan and the updated proposed 2025 Master Plan. Changing to R1 will be compatible with the future land use plan and is a more restrictive zoning. This requires a Public Hearing and recommendation to the Township Board.
  - c. John Rademaker of 14561 Croswell briefly spoke about the request; he wishes to build a home for elderly parents to be near them.
  - d. Grilley opened public hearing. There were no public comments, so Steve closed the public hearing.
  - e. Motion: To recommend the rezoning of this property to the Township Board, by Monhollon

Support: Timmer

Motion carried 7-0 via a voice vote

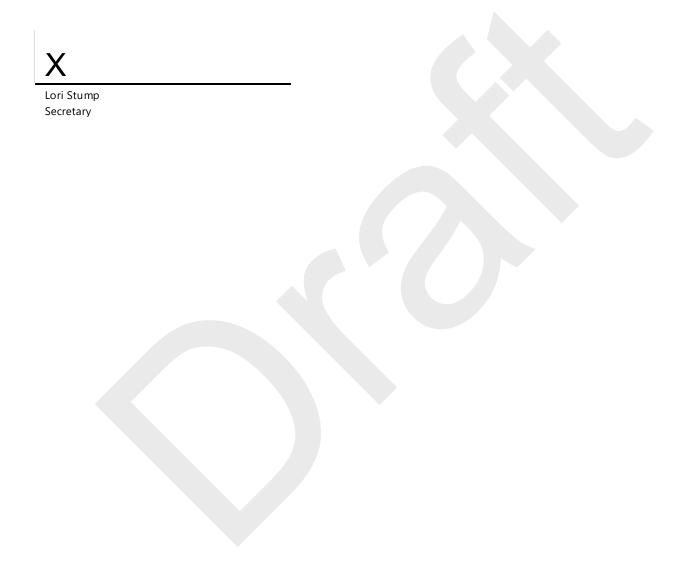
- 2. Consideration to review the proposed 2025 Master Plan and conduct a Public Hearing.
  - a. Chris Khorey from McKenna made a presentation to review the Master Plan and update some minor changes in preparation for the Public Hearing. He reported that the Plan had been distributed to the public on the township web site for public review and comments for the required 63 days. If the Master Plan is recommended to the Township Board by the Planning Commission, the Township Board will have a meeting on August 13, 2025, to approve the Plan. This approval will rescind the 2017 Master Plan upon adoption. He also commented that the Township is still planning on the Campbell plant closing in August.
  - b. He summarized what the Master Plan is, a "big picture on intentions", that it "defines community character and identity", it is "a basis for zoning and a plan for the future" and that a Master Plan is required by law. Any rezoning must be consistent with the Master Plan and future land use plan. He emphasized that the Master Plan is not a law, it does not change zoning but defines it, zoning is a law. It must be reviewed every 5 years and edited every 10 years. The Master Plan ensures that rezoning must be consistent with the future land use plan and gives property owners options.
  - c. Khorey also reviewed a summary of online comments, along with potential text and FLU (Future Land Use) revisions. These are listed in the package from McKenna.
  - d. Steve Grilley then opened the Public Hearing.
    - i. Dave Brink of 6643 Holly Drive asked about subdivision plans and development. He is also worried about wells drying up. Andy replied that no development is planned at this moment, there is no water or sewer for a "subdivision", that property must still follow the land division act to be divided.
    - ii. Benjamin Mannies of 16635 Blair Street commented that he moved here a year ago, and is worried about the area where he lives, and if some zoning areas are allowed to be smaller than 2 acres, why not others? Worried that it will grow outward.
    - iii. Robert Hilarides of 17330 Woodlawn complimented the Commission on their work on the Master Plan but is worried that adding residential areas to some of Consumer's property will encourage too much of a "resor" feel, people moving in and building large houses.
    - iv. Karl Timmer of 14488 Baldwin St, resident, asked about the agricultural preservation areas, commenting we should not restrict what farmers can

- do with their property. He said many farmers are planning on that property as their retirement
- v. Jan O'Connell said she is not a resident but spends time in the township. She is a Sierra Club organizer, and she requested that Consumer's should be monitored and report any contamination. She feels there should be hydrological and contamination studies of Pigeon Lake and is worried about battery storage and potential data centers, that they should provide their own water and energy.
- e. Grilley closed the public hearing.
- f. The Commission discussed the proposed changes to the text of the Master Plan, as presented in the packet by Khorey. The Commissioners all agreed on the proposed changes, so two votes were taken as follows:
  - i. To recommend the changes, consisting of four edits, to the Master Plan, as listed in the packet.
    - a. Revise the Transportation objectives to state that implementation of the Non-Motorized Plan is a high priority.
    - b. Add some language to the Neighborhood Residential FLU category saying that the vision is single family west of US-31, but other housing types may be appropriate east of US-31.
    - c. Revise the Sub-Area Plan and Future Land Use map to show the south side of Croswell from Hiawatha to 160<sup>th</sup> as a Priority Preserve Zone.
    - d. Revise the Zoning Plan to clarify that R-1 Zoning is not appropriate in the Rural Residential FLU category.
    - ii. Motion: DeLeeuw
      - Supported: Kelderhouse
      - Motion carried 7-0 via voice vote
- f. To recommend adopt Township Resolution 2025-17, which recommends the master plan to the Township Board and constitutes Planning Commission approval of the Master Plan.
- g. Motion: DeLeeuw
  - Support: Kelderhouse
  - Motion carried 7-0 via roll call vote:
    - 1. DeLeeuw yes
    - 2. Timmer yes
    - 3. Kelderhouse yes
    - 4. Grilley yes
    - 5. Monhollon yes

    - 6. Petroelje yes
    - 7. Stump yes

3. Discussion on Food Trucks, Energy Storage Facilities and Shared Driveways was deferred to the August 2025 meeting.

Grilley adjourned the meeting at 6:18 pm.



# PORT SHELDON TOWNSHIP OTTAWA COUNTY, MICHIGAN

(Resolution No. \_\_\_\_)

At a regular meeting of the Port Sheldon Township Board held on August 13, 2025 at the
Port Sheldon Township Hall, the following Resolution was offered for adoption by Board Member
and was seconded by Board Member:

# A RESOLUTION ADOPTING THE PROPOSED PORT SHELDON TOWNSHIP MASTER PLAN

WHEREAS, the Michigan Planning Enabling Act, MCL 125.3801 *et seq.* ("MPEA") authorizes the Planning Commission to prepare a Master Plan for the use, development and preservation of all lands in the Township; and

WHEREAS, the Planning Commission prepared an updated Master Plan and submitted such plan to the Township Board for review and comment; and

WHEREAS, on May 14, 2025, the Port Sheldon Township Board received and reviewed the proposed Master Plan prepared by the Planning Commission and authorized distribution of the Master Plan to the Notice Group entities identified in the MPEA; and

WHEREAS, notice was provided to the Notice Group entities as provided in the MPEA; and

WHEREAS, the Planning Commission held a public hearing on July 23, 2025 to consider public comment on the proposed Master Plan, and to further review and comment on the proposed Plan; and

WHEREAS, after the public hearing was held, the Planning Commission voted to approve the updated Master Plan on July 23, 2025, and recommended adoption of the proposed Master Plan to the Township Board; and

WHEREAS, the Township Board finds that the proposed Master Plan is desirable, proper, reasonable, and furthers the use, preservation, and development goals and strategies of the Township;

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

- 1. Adoption of 2025 Master Plan. The Port Sheldon Township Board hereby approves and adopts the proposed updated Master Plan, including all of the chapters, figures, descriptive matters, maps and tables contained therein.
- 2. **Distribution to Notice Group.** Pursuant to MCL 125.3843, the Township Board approves distribution of the updated Master Plan to the Notice Group.
- 3. *Findings of Fact*. The Township Board has made the foregoing determination based on a review of existing land uses in the Township, a review of the existing Master Plan provisions and maps, and input received from the Planning Commission and the public, as well as the assistance of a professional planning group. The Township Board also finds that the updated Master Plan will accurately reflect and implement the Township's goals and strategies for the use, preservation, and development of lands within Port Sheldon Township.
- 4. *Effective Date.* The amended Master Plan shall become effective on the adoption date of this resolution.

  YEAS:

  NAYS:

ABSENT/ABSTAIN:

#### RESOLUTION DECLARED ADOPTED.

#### **CERTIFICATION**

I hereby certify that the above is a true copy of a resolution adopted by the Township of Port Sheldon Township Board of Trustees at the time, date, and place specified above pursuant to the required statutory procedures.

		Respectfully submitted,
Dated:	, 2025	By
		Meredith Hemmeke
		Port Sheldon Township Clerk



## Quote for: Port Sheldon Township Website Upgrade

Quote Number: 60925

# Prepared by: Pixelvine Creative

143 Division
Freeport, MI 49325
616-765-5000 Fax: 877-734-0751
Proposal Inquires / Questions should be directed to:

Sean McMahon

Main Office Line: 616-765-5000 ext: 101 Email: seanm@pixelvinecreative.com



Office: 616.765.5000 | 143 Division Street, Freeport Michigan 49325

#### Scope of Work

The scope of work for the website upgrade project includes all planning, execution, and implementation of the new upgraded public-facing internet site for Port Sheldon Township. Pixelvine Creative will be responsible for the upgrade of the new website based on the the review of the new system from our meeting with Port Sheldon on 4/22/25.

#### **Period of Performance**

Pixelvine website development projects are currently scheduling start times in September 2025. The completed project would launch within 60-90 days from project start. All work must be scheduled to complete within this timeframe. Any modifications or extensions will be requested through the Port Sheldon Township and Pixelvine Creative officers for review, discussion, and approval.

#### Why Upgrade?

Upgrading your website is essential to maintaining a modern, secure, and effective online presence. As technology evolves, a refreshed site offers improved speed, stronger security, and seamless compatibility with today's devices and browsers. It ensures alignment with current design standards, enhances the user experience, supports mobile responsiveness, and follows SEO best practices. An upgrade also opens the door to valuable enhancements like ADA compliance, streamlined content, and a design that more accurately represents your township—ultimately helping you foster converting one time website visitors into loyal return users.

#### **Deliverables**

#### **Website Development**

- 1. Upgrade PHP based CMS website solution optimized for SEO
- 2. Upgrade database
- 3. Apply new design template
- 4. Migrate all content over to new installation
- 5. Upgrade responsive design for smart phones and tablets
- 6. 1 hour of remote desktop training
- 7. Optional ADA / AI SEO (Search Engine Compliance)

#### **Cost Detail**

Website upgrade total: \$4175

#### Optional Add-On #1 (See specification sheet for more information)

ADA / SEO Services: ADA website compliance means ensuring your website is accessible to people with disabilities by following guidelines that support usability with assistive technologies like screen readers and keyboard navigation.

\$1500 per year (Municipal Plan)

#### Optional Add-On #2 (See specification sheet for more information)

ADA / SEO Services plus AI Search: Answer Engine Optimization (AEO) is the process of structuring your website content to directly answer user questions so it can be featured in AI-driven search results like ChatGPT, Gemini, Grok, and DeepSeek.

\$3600 per year (Pinnacle Plan)



Office: 616.765.5000 | 143 Division Street, Freeport Michigan 49325

#### **Project Terms:**

Pixelvine website development projects are currently scheduling start times in September 2025. The completed project would be launched within 45-60 days from project start. To secure this project on our schedule, we would request the start payment in the amount of \$2087.50. The project balance along with any other add-on costs will be due prior to website launch. This proposal is quoted as a bundled project. Any modifications to the items above would require a new proposal with updated pricing.

Thank you for the opportunity to gain your business. If you have any questions regarding this proposal, please feel free to forward them to me. You can call our office at 800.777.2509.

Proposal submission approved by: Sean McMahon, Owner

Please note this project scope is valid for 15 days from the date listed below.

Submit date: 06/10/2025

#### What are the Key Differences Between SEO, (AI) AEO, and ADA Compliance?

SEO

SEO is about driving traffic SEO focuses on keywords SEO requires tactics for ranking



AEO is about delivering answers
AEO optimizes for generative AI responses
AEO requires structure for AI algorithms



ADA is about meeting accessibility standards
ADA ensures inclusion to all website users
ADA requires solutions for compliance

		SEO Pro	Packages:	re in Addit	ion to The	vital/Custor	ner Care
robycob disco	THE VITAL	WORKHORSE	MUNICIPAL	POWERHOUSE	PINNACLE	PARAMOUNT	APEX
<b>pixelvine</b> Customer Care & SEO Pro Packages	Customer	\$97 per month	\$125 per month	\$155 per month	\$300 per month	\$400 per month	\$525 per month
Customer Care of SEO Pro Factages		neo Ollo	<b>"</b>	12 2	<b>160</b>		
Support & Maintenance - Keeping Your Website Secure, Updated, and Rui	nouna Serio at		*ON EST			-000 (20)	<b>朝 6</b>
Email Help Dask System & Support Services - 24/7 email support system for website assistance,		1	J.		J		· ·
Website Security & Maintenance Updates — Weekly updates to ensure your site remains secure and up-to-date.	J	7	J	J	1	-	7
Website Backups - Daily backups to safeguard your data and ensure quick recovery if needed,	7	J	V	V	V	J	V
Uptime Manihoring – 24/7 tracking to ensure your website is always available and performing optimally.	V	J	V	1	J	J	V.
Simple Website Content Updates* - Unlimited updates to Keep your content fresh and relevant,	~	J	V	<b>J</b>	V	V	4
Google Analytics Review - Monthly base insights review.	V	V	V	<b>V</b>	<b>√</b>	J	V
Basic SEO – Foursitational SEO.	<b>V</b>	V	~	<b>V</b>	~	V	V
Performance Reviews & Analysis - Uncovering Opportunities Through In-	Depth Evalue	ations					
Comprehensive Triple-Source Website Audits - Monthly audits using three tools to assess overall site health.		V	V	V	V	V	V
Audits Review & Analysis - Thorough evaluation of audit findings to pinpoint areas for improvement.		<b>J</b>	√	V	V	7	V
Tangeted Reyword & Keyphrase Analysis - Tracking and optimizing key terms to boost search performance.		V	✓	V	V	7	J.
Competitor Analysis - Competitor Insights to identify appartunities for growth,				V	~	-	- 4
On-Page SEO & Content Optimization - Optimizing Elements for Maximu	m Visibility						
Titles & Meta Description Optimization – Applying SEO rich titles and descriptions to pages and posts.	Maria de la compansión de	1	V	<b>V</b>	<b>V</b>	¥	1
Content Refining - Minor edits to page and post content to enhance keyword alignment.		V	4	V	V	7	V
Ongoing SEO Optimization - Monthly adjustments to maintain peak performance.		J	~	V	√	1	4
Image Optimization - Enhancing images for faster load times and better search rankings.			<b>V</b>	<i>y</i>	7	V	V
Keyword & Keyphrase Research – identifying high-impact search terms to target.				V	J	√	V
Product SEO Optimization — Applying SEO rich titles and descriptions to eCommerce products.				1	V	V	~
Content Readability Enhancements - Improve sentence structure and formatting for better readability							J
Backlink Monitoring - Tracking inbound links to docover new opportunities.		27 1					✓
ADA Compliance & Accessibility - Making Your Website Accessible to All L	Isers, Includ	ing Those W	lith Disabili				
Monthly Accessibility Audit – Monthly website inspection for accessibility standards scoring.			V	V	V	V	4
Monthly Best Practices Audit - Evaluating site performance against current accessibility guidelines.			V	J	7	J	₩.
Audits Review & Analysis – Examination of ADA audits and website calibration as needed.			V	J	V	7	<i>y</i>
Accessibility Statement Page & Footer Link Creation – Enjuring transparency and legal compliance			V	<b>V</b>	V	4	√.
Continuous Optimization - Orgoing improvements to maintain accessibility standards.			J	J		4	4
At & Answer Search Optimization (AEO) - Preparing Your Content for the	Future of Se	arch		,			
Research Voice Search Behavior - Analyzing trends in voice search for targeted optimization.					7		4
High Quality FAQ List Creation — Developing FAQs designed to capture answer box placements in searches.		- 1			V		V
Structured Content - Optimizing content for better placement in Featured Snippets and voice search results.	100				V	· ·	4
Internal Link Building – Strengthening the site to help Al understand content structure and navigation.					V	V	
Content Editing with Answer Optimization - Refining content to improve visibility in Al-generated searches.			T. C.		<b>V</b>	/	
Schema Markup Implementation – Embedding structured data that clarifies your content for answer engines.					V	1	U
Continuous Optimization – Regular adjustments to optimize for evolving Al and answer engines algorithms.					,	4	4
Voice Search Optimization - Tailoring content to improve returnability in voice activated search results.					~	J.	4
Mobile Optimization — Optimizing content for enhancing performance in mobile and voice search results.	Consession of the Consession o				<b>V</b>	V	1
Advanced User Behavior Analysis - Gain Deeper Insights Into User Interac	tions			9 E W			
Heat Mapping - Vieualizing user engagement patterns across your site.						7	4
Visitor Session Recording – Capturing real-time user journeys to identify navigation issues.				2000	-	7	-
User Behavior Data Review & Analysis – beterpreting user data to improve site usability and tonversion rates	(vertexpositive	All restrictions and	-	Witness Property	Alter Categories and and		7
Advanced SEO & Marketing Insights - integrating Marketing Channels for	moustic Mc	rketing Stra	regies Over	View (Seque	ES ACESESE (D.	erountil	
Local SEO Website Optimization - Improving your website for Google Maps and local search inquiries.							4
Broken Link Detection & Repair - Ensuring a smooth user experience and avoiding SEO penalties.	3 151	257					J
Ouplicate Content Detection & Repair - Identifying duplicate content that could negatively impact rankings							J
Content Sap Analysis - Uncovering new opportunities to strengthen your content strategy.							11. 150
Google My Business (GMB) Integration – Efforties tracking of GMB performance and user interactions.  Social Media Integration – Collective view of all social media platforms performance, all in one dashboard.							3
Email Marketing integration – insights into email campaign performance and marketing efforts.							7
Online Paid Advertising Integration – Complete overview of an performance metrics.		-	1		-	-	4
Video Matforms Integration - Engagement tracking and performance metrics for your video contant.			The same				9
Real-Time Data & Reporting - Empower Your Future Strategies with Inside	ts Data An	d Performer	ore History	-			- 331
Quetom Clent Dankboard - 24/7 access to all your benformance data,	Optionel	J. J.	J	1	J	V	-
Manthly Emailed Custom Report — Review of previous months user interactions and performance metrics.	Operade	-	-	J	1	-	· ·
Monthly Empland Analysis — Direct feeblack and recommendations from our \$60 Team,			27			1	-
enement annement attenden - on der idebrider dem iderettigeträgeträgetrag inni Ari Sen. (Colle)		1					1 2 2

<sup>\*</sup>We track the time spent on update requests and review every 6 months if usage consistently exceeds the allotted time for your current plan, we will discuss adjusting your plan and monthly rate accordingly.





WEBSITE DEVELOPMENT

# PROPOSAL





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## **Scope of Work**

The below steps outline how we generally approach each project from the discovery phase to ongoing support after the site launch.

- **Discovery:** To kick off the project, an introductory meeting will be scheduled to outline the objectives, requirements, and deadlines for the new website.
- Planning & Design: During this phase, we will collaborate with key stakeholders to brainstorm ideas and gather input that guides the layout, visual style, and content structure of the website. Based on this plan, Shumaker Group will construct an initial prototype or visual of the website. We will then work closely with you to refine the prototype into a Website that you and your community will be proud of.
- **Development & Content Migration:** Using WordPress, a widely trusted and user-friendly content management system, we will build the prototype into a fully functional, mobile-friendly, and accessible website. During this phase, we will also insert or migrate existing content (such as documents, forms, and meeting minutes) and ensure that all interactive and embedded features are fully operational.
- Accessibility & Testing: Once development is complete, our experts will conduct both automated
  and manual testing of the site. All municipal websites will meet the ADA requirements and conform
  to WCAG 2.1, Level AA accessibility guidelines to ensure inclusivity and compliance.
- **Launch:** We will coordinate with you to establish a launch window and publish the website to the Internet using the domain name(s) chosen.
- Training & Support: Shumaker Group will provide personalized training to ensure Township
  officials and staff can confidently make updates to their site. Ongoing tech support is available via
  support ticket, email, phone, or remote support session. For clients enrolled in a maintenance plan,
  we offer access to our help desk who can make ongoing site updates for you in the event that you
  don't wish to manage the site yourself.



#### **EXPERIENCE & QUALIFICATIONS**

Shumaker Tech Group has been in business since 2007 and has extensive experience designing, building, and maintaining over 300 government websites. We proudly serve townships, cities, villages, counties, police/fire/EMS, public utilities, and more throughout the midwest and beyond.

We are proud to serve municipalities as small as a few hundred residents and are large as tens of thousands of residents. We have completed case studies on several of our past projects which are included for your reference in Appendix A: Municipal Website Case Studies. Given both the number of years we've been developing municipal websites as well as the number of websites completed, we truly believe that a great deal of the value we bring to the table isn't just taking care of the design and technical details to build the site, but having the knowledge and expertise to truly consult with municipalities on what they can and should have on their website, as well as best practices, legal issues affecting websites, and more. We are continuously improving our knowledge base by attending educational events such as the Michigan Townships Association and Michigan Association of Municipal Clerks.

In <u>Appendix B: Topic Planner</u>, our team will guide each municipality through the top 50+ pages we commonly see on a website so that the municipality can easily decide if a similar page would be appropriate for them or not. Of course, for each page in the online version of our page planner, we also link to several example layouts for that page to give the client ideas for content, style, and layout. Many firms can build a great Website, but we truly do believe that our experience is our greatest value add.

One of our favorite recent projects is Oakland Township (<u>oaklandtwpmi.gov</u>). Oakland Township is located on the outskirts of Metro Detroit in northern Oakland County, MI. This project went live in May of 2025. In addition to being one of our most recent projects, it is also for a larger township with a population just over 20,000 residents. The completed site features around 70 pages, including a micro site for their Parks & Recreation Dept. and their Historical District Commission. It also features aerial drone photography completed by Shumaker Group's Part 107 licensed commercial drone pilots.

We enjoy working with municipalities both large and small. Some of our recent projects for smaller communities include: <a href="mailto:cityofstclairmi.gov">cityofstclairmi.gov</a>, <a href="mailto:boynevalleymi.gov">boynevalleymi.gov</a>, <a href="mailto:keelertownshipmi.gov">keelertownshipmi.gov</a>, <a href="mailto:parameters">parameters</a>, and <a href="mailto:cityofwayland.org">cityofwayland.org</a>. We believe all municipalities, regardless of size, deserve a great website, and are confident that both our pricing model and dedication to customer support reflect that.

In addition to working with hundreds of municipalities directly, our extensive knowledge of local government has been aided by working with various associations that support local government. In 2022, we rebuilt the Michigan Townships Association (MTA) Website which consists of many complex integrations, member login functionality, advanced search functionality, and thousands of pages and posts worth of content (behind the member login) that have helped us learn more about local government. You can learn more about MTA's experience working with Shumaker Group on this project on Pages 1 and Pages 14-15 of Focus Magazine at michigantownships.org/wp-content/uploads/November-2022-Township-Focus.pdf. We believe it also speaks



volumes that 8 out of 9 of the township officials that served on MTA's committee for the website project were existing clients and/or have switched their township website over to The Shumaker Group.

In addition to our growing presence throughout the midwest, The Shumaker Group was also selected to develop the website for the National Association of Towns and Townships (NATaT) in 2022.

Our team consists of a wide variety of talents and college degrees ranging from Computer Science, User Experience & User Interface (UI/UX), Graphic Design, Security, Technical Support, and more. These various specialties allow us to have all of the expertise needed to successfully manage a large quantity of government websites efficiently. It is also important to note that we perform all technical and design work in-house with the only exception being that our hosting servers are located in a third-party data center for redundancy. It is our goal to have all the resources our clients need, while not having so much overhead that we become inaccessible to our clients in terms of either price or quality of support.

#### **WEBSITE DESIGN**

Our preferred platform for website design is WordPress. WordPress is known to be the most popular content management system (CMS) in the world and is estimated to power approximately 43% of all websites and approximately 61% of all content management system based websites. Of course, it would not have achieved this popularity if it were not user-friendly. In addition to its popularity, WordPress is open-source software meaning that our clients are not tied to Shumaker Group or to any proprietary systems or software. If there were ever a need or desire, this would allow a municipality to easily migrate their Website to a different host or different developer.

Last, but not least, given the popularity of WordPress, there are thousands of plugins that allow it to integrate with most other web-based services, and it can be customized if a need arises that hasn't already been met by a pre-existing feature or plugin. It's even entirely possible some municipal officials are already familiar with it from other jobs or Websites that they may work with.

#### WEBSITE HOSTING

We recognize that for a website to be valuable, it has to be functioning correctly, and therefore offer an extremely robust hosting architecture. We have dedicated servers in a professional data center located in Lansing, MI and employ third-party uptime monitors that will alert both our internal team at The Shumaker Group and our data center team of any issues that may arise.

 Company servers are located in an SSAE-22 Compliant Data Center that is staffed 24x7x365 to intervene in the case of a server outage. This data center is served by multiple redundant tier 1 bandwidth providers, as well as battery backups and electrical generators capable of powering the data center in an emergency.



- Company servers utilize BOTH Web Host Manager's account level backups as well as image-based
  Acronis Cyber Backups to backup our servers multiple times throughout the day. Daily backups are
  stored off-server. Weekly backups are archived in other locations in the United States for greater
  redundancy in the event of a localized disaster.
- WordPress updates and security patches are monitored and installed automatically via the MainWP Control Panel (mainwp.com) to make sure each site in our portfolio stays up-to-date.
- We utilize both a robust Web Application Firewall (WAF) as well as intrusion detection systems to keep our servers secure.
- The Shumaker Group recommends and will provide the license for Solid Security Pro (solidwp.com/security) to provide customizable site level security.
- Our company recommends the use of multi-factor authentication for all website administrator accounts.
- We encourage the use of .gov domain names, as recommended by the Cybersecurity & Infrastructure Security Agency (CISA).
- We have been in business since 2007 and our servers maintain an average 99.99% uptime. Should we fail to meet this, clients will receive a hosting credit equal to 10 times the downtime.

#### **ONGOING MAINTENANCE**

Shumaker Group recognizes that there is no "one size fits all" approach to website support & maintenance. For an affordable annual rate detailed in the pricing breakdown, all clients receive our website hosting + backup + security + support package. Our support package includes having The Shumaker Group update the WordPress Content Management System, as well as any supported themes and plugins. Technical support is available by support ticket, email, phone, or support session should a client have difficulty with anything website related.

For those who also desire ongoing assistance with day-to-day site content maintenance such as posting meeting minutes, calendar entries, etc., we have a variety of options to assist ranging from an as needed hourly rate to discounted prepaid blocks of time. To be clear, we will always provide clients with free technical support on "how" to do things, however, the maintenance agreements would be for those clients that wish to have us actually make content changes for them after the site is live. We've found smaller municipalities with a limited staff often greatly appreciate this option, as well as those clients who may need additional help during their busy times.



#### **TRAINING & SUPPORT**

We recognize that in order to be a useful tool, a Website must be easy to learn and maintain. This is one of the reasons that we love WordPress and especially the Elementor Pro drag-and-drop editor included with each site. In addition to receiving written documentation, all clients will receive a personalized 1-on-1 training session either right before or right after their new site launches. This training will be recorded for the client's reference. A prerecorded preview of this training can be previewed at <a href="mailto:shumakergroup.com/training">shumakergroup.com/training</a>.

As described in the "Ongoing Maintenance" section above, all clients receive unlimited technical support for as long as they are our client. Technical support is available via support ticket, email, phone, or remote support session. Those who do not desire to make content updates to their own site have a variety of maintenance plans to choose from where The Shumaker Group will conduct work (such as site content updates) for them.

The timeliness and quality of support are critical. At The Shumaker Group, we have a separate helpdesk team to ensure that current clients get great support without taking a back seat to new projects that we're working on. We respond to all emergency requests (such as a site being down) within 1 business hour and all standard requests within 1-2 business days depending on the nature of the request. Larger project based work (such as site redesigns or implementation of new features) is scheduled out at mutually convenient times. While every company feels like they offer great support, we feel that the best way to get a feel for our extraordinary level of support would be to speak with some of our clients and references. We are happy to connect with you with as many as needed in order to feel comfortable with the quality of our support. Additionally, you can get a feel for our commitment to customer service from our Google Reviews, showing an average of 4.9 Stars.

#### **ADA COMPLIANCE**

Shumaker Technology Group is very familiar with the Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA that become mandatory on the following dates

- April 2026 (for municipalities with 50,000 or more residents)
- April 2027 (for municipalities with fewer than 50,000 residents).

We work with our clients to ensure compliance with the Americans with Disabilities Act (ADA) requirements for government websites by implementing accessible design principles that meet or exceed these standards. Specifically, this is accomplished by integrating features such as screen reader compatibility, keyboard navigability, text alternatives for non-text content, and proper color contrast to accommodate users with visual, auditory, and mobility impairments. The Shumaker Group also conducts regular accessibility audits and user testing with assistive technologies to identify and resolve potential barriers, ensuring inclusive digital experiences for all users. Through these proactive measures, we support municipalities in maintaining legal compliance and promoting equal access to public digital services.



In some cases, for example if a municipality is unable to provide critical documents digitally and desires that Shumaker Group retype and reproduce those documents for them, there may be an additional charge detailed in the "Optional Services and Associated Costs" section below. We have listed this as an add-on because in our experience there may be municipalities that need hundreds of pages of ordinances re-typed or forms reproduced while other municipalities may already have everything digitally.

Last but not least, Shumaker Group President, Kyle Shumaker, was recently selected to lead a 75-minute presentation entitled "Access Granted: What You Need To Know About The New ADA Website Requirements" alongside attorney Michael Bila at the 2025 Michigan Townships Association Annual Conference in April 2025. A video of the presentation can be found at <a href="mailto:stgmunicipal.com/ada">stgmunicipal.com/ada</a>. Supporting slideshow can be found in <a href="mailto:Appendix C: Presentation Slide">Appendix C: Presentation Slide</a>. If offered the opportunity, we would love to offer similar education events, presentations, and/or lunch & learns.

#### **CUSTOMIZATION & INTEGRATION**

As we hinted at in the "Website Design" section above, Shumaker Group recommends WordPress, partly due to the fact that it is fully customizable and already has tens of thousands of plug-ins in existence for integration with third-party services. With WordPress having 43% market share, if a third-party service wants to integrate with Websites, WordPress is usually the platform they would start with first. Shumaker Group also has many qualified programmers on staff to assist with any custom integrations that may be needed. We frequently work with custom integrations with various payment processors, assessing software, email/text blast providers, and more. For some of our clients, we even develop gated "intranet" sites where staff and officials can access various internal forms, dashboards, portals, etc.



#### **COMPANY PROFILE**

18+

Years of continuous business years serving a diverse and growing client base 350+

Clients from a diverse range of sizes and industries

30+

Years of combined website development experts

#### **CORE VALUES**

**Professionalism:** We believe professional web development requires a team of specialists. From front end to back end, we hire highly qualified experts who hold relevant degrees and pursue ongoing education and certifications to ensure every project meets the highest standards.

**Flexibility:** Whether you have an exact plan or need the guidance to know how your website operates, we offer full-service support or just a little help getting started. The Shumaker Group adapts to your needs. We can manage everything or hand off control—whatever works best for you.

**Reliability:** Since 2007, we've earned our clients' trust by delivering dependable service and long-term support. Our specialized team includes experts at every stage of the process, ensuring a smooth and high-quality experience from start to finish. We also invest in top-tier hosting and proactive monitoring to catch and resolve issues quickly, often before you even notice.

**Affordability:** We believe every organization deserves an exceptional website regardless of budget. As a small business ourselves, we understand the importance of balancing quality with cost. By managing a high volume of projects and maintaining an in-house team of project managers, web developers, and designers, we're able to offer custom, high-quality websites at a cost that works for a wide range of clients.



#### **LEADERSHIP**



President
KYLE SHUMAKER

Kyle built his first freelance Website as a high school student in 2002 and continued doing freelance Website Development throughout high school and while attending Michigan State University and studying Computer Science. Kyle officially founded Shumaker Technology Group in 2007 and has helped design, build, and manage hundreds of Websites for both public and private sector entities.



Web Developer
A.J. SKIDMORE

A.J. develops websites and web applications, while utilizing his creative background to help design them. A.J. started off as an intern with a small amount of experience in creating websites, but now has an arsenal of tools to effectively create websites and contribute to the STG team. A.J.'s degree in Experience Architecture from Michigan State University gives him a thorough background in UX/UI Design which informs the way he approaches each challenge at STG.



Graphic Designer
JAMES O'BRIEN

James has worked in the creative field for over a decade and holds a degree in Graphic Communications & Art from Lansing Community College. At the Shumaker Group, he has applied his skillset across a wide range of private and public sector projects. His expertise spans graphic design, illustration, video production, product design, and web design.



## **COMPANY STRUCTURE**

# Management

Oversees the business operations and team coordination

### Sales

Guides new clients to ensure they get the best possible value

# Design

Transforms client visions into detailed plans and designs

# Development

Builds websites using the latest technologies and standards

# Helpdesk

Provides post-launch support and ongoing website maintenance





# **Our Experience**

#### **MUNICIPAL FOCUS**

The Shumaker Technology Group is proud to serve and support hundreds of municipalities across the United States. Our in-house experts have developed and streamlined the Shumaker Group experience over the past 18 years to deliver the most robust and seamless experience at every stage of the website building process.



#### REFERENCES

### Allendale Township

Jody Hansen, Clerk <u>clerk@allendalemi.gov</u> Phone: (616) 892-3111 Website: <u>allendalemi.gov</u>

#### **Oakland Township**

Julie Schoenherr, Communications Specialist JSchoenherr@oaklandtownship.org

Phone: (248) 651-4440 Website: <u>oaklandtwpmi.gov</u>

#### **Addison Township**

Pauline Bennett, Clerk <u>clerk@addisontwp.org</u> Phone: (248) 628-5409 ext 216

Website: addisontownshipmi.gov

#### Charlevoix Township

J.B. Hoyt, Trustee & Planning Commissioner trusteehoyt@charlevoixtownship.gov

Phone: (231) 547-4611

Website: <a href="mailto:charlevoixtownship.gov">charlevoixtownship.gov</a>

#### **Charter Township of Comstock**

Scott Hess, Superintendent <u>superintendent@comstockmi.gov</u> Phone: (269) 381-2360 ext. 121

Website: comstockmi.gov

## **Central Lake Township**

Judy Kosloski, Clerk

clerk@centrallaketownship.com

Phone: (231) 544-6687

Website: centrallaketownshipmi.gov



#### **TESTIMONIALS**



"Shumaker developed a totally new website for our township and redeveloped our email system. They were easy to work with, offering ideas and suggestions readily. During the development process we had multiple updates a week... sometimes even overnight. Our ongoing support has been very responsive and effective. We strongly recommend STG! The project was delivered on time and on budget."

J.B. Hoyt, Trustee Charlevoix Township charlevoixtownship.gov



"Shumaker Group designed our site (chocolay.gov) and assisted in converting our email addresses from .org to .gov. We went live last year with the new site, and are able to tweak our own site as we need to (postings, pages, etc.). Absolutely great to work with, and their technical support is outstanding."

**Dale Troenle, Planning Director** Chocolay Township <u>chocolay.gov</u>



"Shumaker Technology Group is the best to work with. They are always willing to help and no questions asked. They get the job done. They also make the best web designs. If you need changes made they are only a phone call away and willing to help. Kyle & AJ are the best in this field. Thank you guys!!!!!"

Jerry Brown, Treasurer Otsego Lake Township otsegolaketownship.org





"We went with Shumaker Group and we are very happy. They are great to work with and they trained our Clerk to be able to do the managing of our site. They are there for any issues or questions that she might have."

### Kevin Young, Treasurer

Pokagon Township pokagontownshipmi.gov



"Shumaker Group is fantastic and easy to work with. They are highly recommended by MTA . You will not be disappointed at all."

# Judy Kosloski, Clerk

Central Lake Township centrallaketownshipmi.gov



"I just wanted you to know how much we are enjoying our website. The fact that I can add and remove items with such ease is a huge blessing. And your training covered everything so very well. I am glad that you are a part of our team. "Thank you" is not enough to express my appreciation for all of your hard work and dedication to our project."

### Nancy Davis, Deputy Clerk

Grayling Township <a href="mailto:twp.grayling.mi.us">twp.grayling.mi.us</a>



"I personally wanted to thank you for a WONDERFUL job on the Morton Township website. It looks terrific, and I have heard many rave reviews of how nice looking it is and its ease of navigation. We are all proud of the work that you have done for us. Great job.

It has been a real pleasure working with your team. Thank you so much for making us stress free and successful!"

## Ann McFeggan, PMP

Morton Township mortontownship.org





"If you use Lansing-based Shumaker Technology Group (STG) for your township's website work, you now have that in common with your MTA association website. After soliciting proposals and quotes from several leading Michigan and Washington, DC website developers, MTA selected STG based on several factors—not the least of these were STG's long relationship with MTA and more than 250 of our member townships. Their understanding of our needs, familiarity with our other connected services (for example, our membership and education systems), and expertise in guiding us into independently using the leading website management system sealed the deal. MTA's positive experience led your national townships association, the National Association of Town and Townships, to also select STG this year with a similarly excellent outcome. STG is a long-time MTA exhibitor and sponsor; we thank them for their knowledgeable support of our work."

### **Michigan Townships Association**

Excerpt from Neil Sheridan, <u>Township Focus Article</u>, November 2022 Edition <u>michigantownships.org</u>



"We are so pleased with our board decision to move our web presence to Shumaker. Having a site that looks good and functions well for our residents was a major concern, along with customer service. Shumaker Tech Group has far surpassed our goals. I get immediate support from STG on any changes needed on our site and the staff are great to work with."

# **Jerome Township**Gil Bernier

jerometownship.org

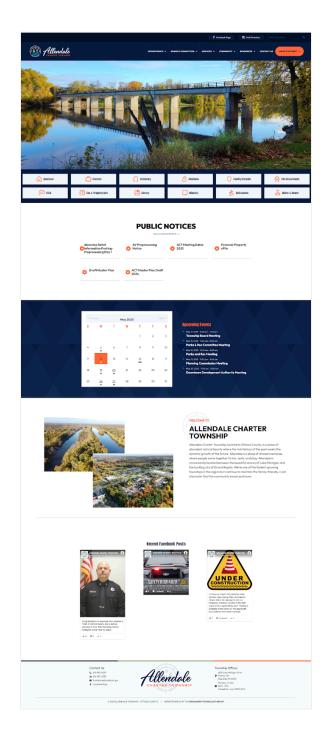


"I really appreciate that I was contacted this late at night! My apologies for not remembering the gentleman's name that I spoke to, but he was very polite, helpful and understanding and because he took care of this for the City, we were in compliance with the Open Meetings Act, so thank you again!!"

#### **City of Montrose**

Christina Rush cityofmontrose.us





#### FEATURED PROJECT

Allendale Charter Township

Project completed: 2024

Allendale Township, located in western Michigan, sought to redesign its municipal website to better serve residents and reflect the community's ongoing growth. The previous site was outdated, difficult to navigate, and lacked proper structure, making it challenging for users to quickly access essential information.

Our team collaborated closely with township officials to create a modern, WordPress-based platform focused on usability and accessibility. We implemented a clean, responsive design; reorganized content to prioritize high-traffic areas; and added interactive tools such as public notices and an event calendar. Our design team also crafted a custom logo that visually represents the local area, and built content that would help promote transparency between the government and the public.

Since its launch, the website has been a strong success, significantly improving how Allendale Township communicates with its residents. We believe Allendale Township's site sets a benchmark for what a modern municipal website should strive to be. For additional featured projects, see <a href="#">Appendix A: Municipal Website Case Studies</a>

"I am very happy to be one of your clients. You and your team are amazing and have been fantastic throughout this entire process. I look forward to continuing to work with you."

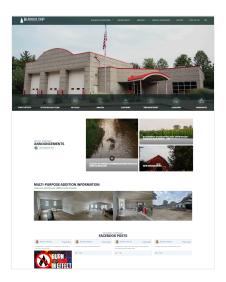
Jody Hansen, Clerk



## **PORTFOLIO SAMPLES**



PUBLIC NOTICES

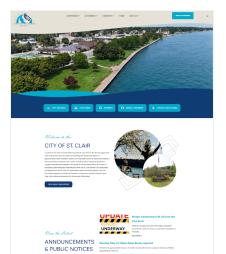


Michigan Townships Association

Allendale Charter Township allendalemi.gov

Blendon Township blendontownship-mi.gov

michigantownships.org



OAKLAND TOWNSHIP

OAKLAND TOWN

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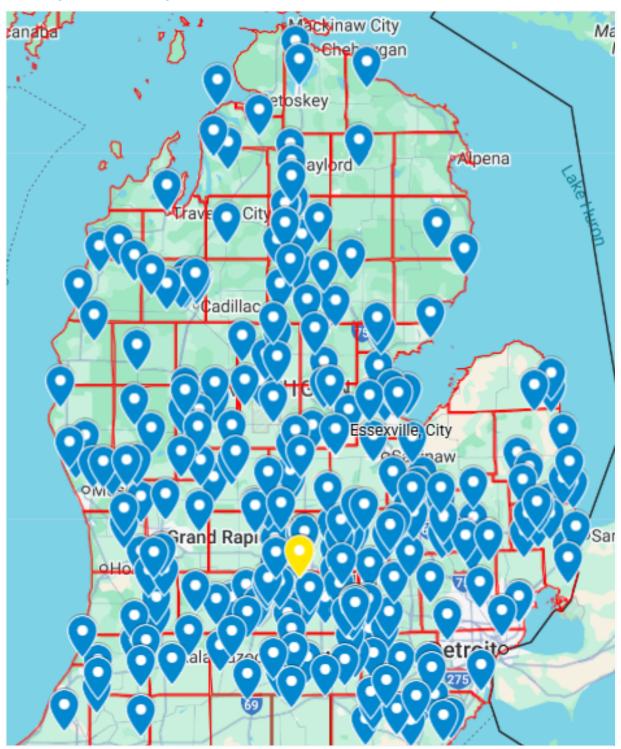
City of St. Clair cityofstclairmi.gov

Oakland Township oaklandtwpmi.gov

**Delaware Township** delawaretwpmi.gov



# **Municipal Client Map**





# **Pricing Breakdown**

#### **ONE TIME SETUP COSTS**

Choose from three packages designed to help define the scope and features of your new website, or contact us for a custom quote that meets your exact needs.



Silver Package......\$1,795

The silver package offers a professionally designed website—ideal for smaller townships looking to establish an online presence with minimal upfront costs.



Gold Package......\$2,595

The gold package is a balanced solution tailored for small to medium-sized townships that require a more robust online presence. It includes a higher number of pages and documents, along with the flexibility of a fully customizable design and layout. This package is ideal for communities that want a unique look and feel while maintaining a manageable sized website.



Platinum Package......\$3,295

The platinum package is our most comprehensive offering, designed for medium to large townships seeking maximum functionality and user engagement. It supports an extensive number of pages/documents, and allows for a more custom and advanced set of features.



Custom Package......Contact Us for a Quote

Not seeing the perfect fit? Our custom website package offers fully customized options, built from the ground up to match your website's unique functionality and content needs. Contact us today at <a href="mailto:info@shumakergroup.com">info@shumakergroup.com</a> to learn more.



ltems	Silver	Gold	Platinum
Content Migration From Existing Site	Up to 30 pages	Up to 40 pages	Up To 50 pages
Documents	Up to 200 documents	Up to 300 documents	Up to 400 documents
Digital Forms Included (Additional as add-ons)	1	3	5
Training & Documentation	✓	✓	✓
.Gov Domain Assistance	✓	✓	✓
Attention to ADA compliance guidelines	✓	✓	✓
Enhanced Security	✓	✓	✓
Website Analytics & Reporting	✓	✓	✓
Links to Third-Party Online Services or Social Media	✓	✓	✓
Standard Search Functionality	✓	✓	✓
Events Calendar	✓	✓	✓
Contact Form	✓	✓	✓
Fully Custom Layout & Design		✓	✓
Login-Gated Pages		✓	✓
Surveys, Polls & Form Builder Tools		✓	✓
Advanced Custom Search Functionality			✓
Embedded (API) Social Media Integration			✓
Language Translation Tools			✓
Free Design Refresh & Modernization after 3 years			✓

Not seeing the perfect package? Reach out to us today for a custom quote!  $\underline{info@shumakergroup.com}$ 



## **RECURRING MAINTENANCE AND HOSTING FEES**

The Shumaker Group will provide website hosting, backups, and ongoing technical support. Our team will also offer training to equip you with the skills needed to update and maintain your website at your convenience.

Maintenance Plan......\$850/year

All STG Websites come with training to learn how to update and maintain the Website, we find that some clients would prefer to contract with us to make the day-to-day changes for them. With our Maintenance Plan, whether it's posting your meeting minutes, helping create new pages, or more, we've got you covered.

### **OPTIONAL SERVICES & ASSOCIATED COSTS**

The following services may compliment your website but are also not strictly necessary for all municipalities. They are offered as optional add-ons.



Email Blasts......Starting at \$20/month

Send email newsletters, alerts, and community updates to residents with automated delivery and easy sign-up on your township website. Monthly cost depends on the total number of subscribers.



Text Message Blasts......Per Package/Annually

Keep your community connected. Send instant updates directly to your resident's phones, ensuring they stay informed with the latest news.

- Core Package: \$750.00 Annually, 12,000 credits
- Plus Package: \$1,250.00 Annually, 25,000 credits
- Boost Package: \$1,750.00 Annually, 50,000 credits

\*Each credit consists of an incoming or outgoing text message of up to 163 characters.





Accessible Document Conversion......\$30/Per Hour

If pre-existing documents/forms don't meet accessibility standards, The Shumaker Group can help you recreate those documents in an accessible manner.



Brand Design.....\$85/Per Hour

Work with our team of designers to create a logo that's unique to your township.



Email Accounts......\$50 Per Account/Annually + \$100 Email Setup Fee

Email accounts provided through Microsoft 365. Other email platforms available upon request. We also offer Optional Third-Party Email Backup for \$50 Per Account/Annually.



# Timeline & Payments

#### **TIMELINE**

The below steps outline how we generally approach each project from the discovery phase to ongoing support after the site launch.

- **Discovery:** To kick off the project, an introductory meeting will be scheduled to outline the objectives and requirements for the new website.
- Planning & Design: During this phase, we will collaborate with the township to brainstorm ideas and gather input that guides the layout, visual style, and content structure of the website. Based on this plan, Shumaker Group will construct an initial prototype or visual of the website. We will then work closely with the township to refine the prototype into a Website that they and their community will be proud of.
- Development & Content Migration: Using WordPress, a widely trusted and user-friendly content
  management system, we will build the prototype into a fully functional, mobile-friendly, and
  accessible website. During this phase, we will also insert or migrate existing content (such as
  documents, forms, and meeting minutes) and ensure that all interactive and embedded features
  are fully operational.
- Accessibility & Testing: Once development is complete, our experts will conduct both automated and manual testing of the site. All municipal websites will meet the ADA requirements and conform to WCAG 2.1, Level AA accessibility guidelines to ensure inclusivity and compliance.
- **Launch:** We will coordinate with you to establish a launch window and publish the website to the Internet using the domain name(s) chosen.
- Training & Support: Shumaker Group will provide personalized training to ensure officials and staff can confidently make updates to their site. Ongoing tech support is available via support ticket, email, phone, or remote support session. For clients enrolled in a maintenance plan, we offer access to our help desk who can make ongoing site updates for you in the event that you don't wish to manage the site yourself.



### **MAJOR MILESTONES & DELIVERABLES**

Payment for the site development and first year's hosting is due within 30-days of the site launch.



## Milestone 1: Planning

- Define project objectives
- Discuss website design, layout & content preferences
- Design, review, and adjust website prototype[3]



## Milestone 2: Development

- Replicate prototype into a fully functional website
- Migrate existing content and documents
- Review and make final adjustments[3]



## Milestone 3: Deployment

- Establish window and launch website
- Set up additional services and provide final deliverables, such as email accounts and logo designs.
- Provide website training and/or access to our help desk.



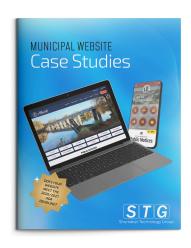
# **Terms & Conditions**

[1] With every website we build, you retain 100% ownership. You'll have full administrative access to make edits and changes just like we do, even if we're managing it on your behalf.

[2] We guarantee your complete satisfaction. If at any point (prior to 30 days after the launch of the site) you aren't happy with our work, you can cancel and owe nothing.

[3] In order to meet our delivery milestones, it is important that the client be engaged in the process and provide timely feedback when requested. While we understand that everyone gets busy, if significant delays occur while waiting for client feedback, the delivery dates may be pushed back.

# **Appendix**







[Appendix A]

Municipal Website Case Studies

[Appendix B]

Topic Planner

[Appendix C]

Access Granted: What You Need To Know About The New ADA Website Requirements" Presentation Slides





(517) 325-3121



**WEBSITE** 

stgmunicipal.com



**PORTFOLIO** 

stgportfolio.com