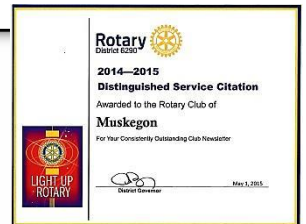


**Extra-Special!**  
Two issues in one



# "Service Above Self" Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Ginny Sprague, President  
Tim Arter, President-Elect  
Dave Alexander, President Nominee  
Jane Clingman-Scott, Past President  
Kristi Nagengast, Treasurer  
Don Hutchins, Secretary  
Kim Boersema, Club Coordinator



## Muskegon Rotary Club

Club 16 (2809) – District 6290, Chartered May 1, 1916  
Next Mtg—October 19, 2023, 12-1:30pm

**The Delta**

ReWine Sat Club—1<sup>st</sup> and 3<sup>rd</sup>  
Thursdays, 5:15 pm



Aaron Maike, Director  
Roger Morgenstern, Director  
David Ramos, Director  
Asaline Scott, Director  
Marty Sytsema, Director  
Brandon Turnbull, Director  
Mark Alpher & Emily Morgenstern, RIM  
Photographers  
Kathy Moore & Meredith Smillie, RIM Reporters  
Lori Weiler, RIM Editor



### THE FOUR WAY TEST THAT ROTARIANS USE IN MAKING ETHICAL DECISIONS:

Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?

## Next Meeting (10/19/23) — Inbound Exchange Students

"This is it: the absolute edge of no return: to turn back now and make home or sail irrevocably on and either find land or plunge over the world's roaring rim" - William Faulkner

### MEETER - GREETER

Meredith Smillie

### Upcoming & Recent Birthdays

Ed Hendrickson	Oct 12
Missy Horton	Oct 12
Claire Root-Benson	Oct 14
Jackie Fisher	Oct 16
Chauncy Williams	Oct 16
Myra Dutton	Oct 17
Daniel Hartmann	Oct 22
Linda Garzelloni	Oct 23

### Caring Connections Fund

(Remember to donate \$10 on your birthday for this great cause!)

### PROGRAMS / EVENTS

Oct 12 – Business Soap Box

Oct 19 - Inbound Exchange Students - AT THE DELTA

Oct 26 - Muskegon County Housing Commission

### Muskegon Rotary Board

Ginny Sprague	Aaron Maike
Tim Arter	Roger Morgenstern
Dave Alexander	David Ramos
Jane Clingman-Scott	Asaline Scott
Kristi Nagengast	Marty Sytsema
Don Hutchins	Brandon Turnbull

Please email Club Board

Members through this [link](#):

### VISITORS & GUESTS

**October 5, 2023 Meeting**



Sarah Rinsema-Sybenga welcomes Holton HS students with their Counselor Michelle McCormick



Annette Jack with her guest Sheila Morris



Michael Ramsey welcomes his guest Kaitlin Hermanson



Dominique Bunker introduces guest Diolinda Sali



Contessa Alexander and her guest Jocelyn Hines

Want to see more Rotary action? Here is the link to the [October 5](#) meeting.





Pete DeBoer and guest Brad Hastings

#### October 12, 2023 Meeting



Anissa Eddie and Khristian Silvis, guests of Alan Alpert



Nick Green joined Mike Vogas



Mark Alper welcomed Phil DeVrise



Krysta Carlson was the guest of Brandy Carlson



Jenn Barangan was welcomed by Michael Ramsey



Mackenzie Jager was the guest of Adam Bell



Kendrah Robinson with her husband and guest TeAngelo Robinson



Marty Sytsema welcomed Oakridge High School students Mercedes Patton, Jazmine Nguyen and Counselor Kurt Kiesjen



Tickets @ [muskegonrotary.org](https://muskegonrotary.org)

# OCT. 26

5-9pm

Baker College / CIM



## Culinary Delights & Live Music

Rotary  
Club of Muskegon



READ  
MUSKEGON

CIM  
THE CULINARY INSTITUTE OF MICHIGAN

### VOLUNTEER:

Click on this box to sign up!

### TICKETS:

Click on this box to get your tickets!

### SPONSOR:

Click on this box to learn more!

# 10/5/23 PROGRAM: City of Muskegon Housing Study

Speaker: **Jake Eckholm**

Introduced by: **Dave Alexander**

Reporter: **Kathy Moore**

**Dave Alexander** introduced our program speaker – Jake Eckholm, Director of Development Services for the City of Muskegon. In this role, Jake and his amazing top-notch staff assist with and guide land use planning, zoning and development activities, and economic growth opportunities for business creation and retention. They strive to achieve livable, sustainable, and inclusive neighborhoods by partnering with community to leverage limited resources, optimize opportunities, and strengthen the vitality of the City. As a component of this important work, the City of Muskegon recently completed a housing needs assessment via contract with Bowen National Research to: 1) Understand the rapidly changing housing ecosystem in their community; 2) Critique, analyze, and perhaps amend their infill housing efforts; 3) Gather data that will allow for equity-based housing policies by neighborhood; and 4) Compile a document that will encourage further private sector housing investment.

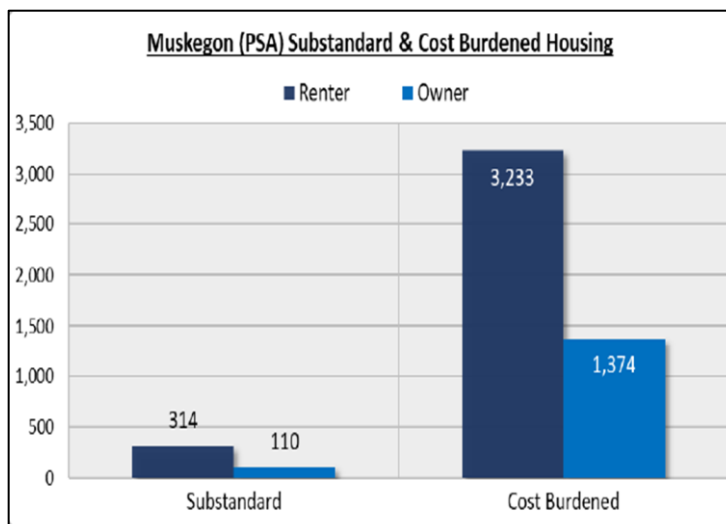
At the beginning of his presentation, Jake Eckholm cautioned that the final housing study document is over 400 pages of detailed information and graphs; yet he enthusiastically embraced the challenge of summarizing it in 20 minutes or less. He informed us that the process included request for proposals, bid award, meetings, more meetings, data collection, distribution of survey links, and working with the research firm to divide the city into 7 submarkets to focus on specific geographic data. The primary objective of the study was to assess

Sales History by Year (2019 through 2022*)				
Year	Number Sold	Percent Change	Median Sale Price	Percent Change
PSA (Muskegon)				
2019	445	-	\$80,000	-
2020	550	23.6%	\$82,649	3.3%
2021	627	14.0%	\$124,600	50.8%
2022*	483 (541)	(-13.7%)	\$140,000	12.4%
SSA (Balance of County)				
2019	1,966	-	\$155,475	-
2020	1,988	1.1%	\$172,000	10.6%
2021	2,103	5.8%	\$195,000	13.4%
2022*	1,671 (1,871)	(-11.0%)	\$222,500	14.1%

and anticipate housing needs for the next 5 years. Key finds focused on demographic data points (such as population projections, poverty rates, etc.) and housing data points (such as cost burdened households, barriers to building, etc.). Jake shared that their population was projected to be stable of the next 5 years, but the base of senior households, older millennials, and middle aged is growing. In addition, the data showed that the City is comprised of younger and more racially diverse residents in comparison to the rest of Muskegon County. Median income varies widely by submarket, but overall the City's median income increased 30% from 2010 to 2022. While 100% of all rental growth is projected to occur in households earning more than \$30K; all homeowner household growth is projected to occur in income brackets over \$60K.

The study analyzed multiple housing data points which revealed that the greatest rental housing need is in the low-income category (\$895-\$1,430/monthly rent) and the largest for-sale housing need is within the

moderate-income (\$190-668-\$286,000) price point. Percentages of substandard housing stock as well as cost-burdened housing (consumes more than 30% of income) were highlighted in the report. Jake also explained that the apartment data overview revealed overall shortages across all price points and types. While the for-sale housing overview showed that only five units were available for sale between \$200K-\$299K (4 city builds, one private sale). Most new construction in the private-sector-for-sale product costs over \$600K. Jake Eckholm continued with interesting commuter/worker data: 86.7% of the people employed in the city limits commute into the city every day, but do not reside there. Approximately 9% of the commuters surveyed said they would live in the city if there was suitable available housing. The study indicated that the





City's largest challenge to building out is lack of available space to infill the nearly 3,000 units needed. The program concluded with a brief overview of next steps which include revisions to housing policies and deployment of strategic housing initiatives/projects. The targeted timeline is 2024-2027.

Of course, this is just a fraction of the information gathered and data presented. For more information, visit the City of Muskegon's Development Services website at

<https://muskegon-mi.gov/city-services/development-services/>.

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## Member Spotlight: Erin Kuhn



**Erin Kuhn** is the Executive Director of the West Michigan Shoreline Regional Development Commission. She has been with the agency for more than 20 years, working in the economic development and local government services programs prior to becoming the executive director in 2014. Erin is a governor appointee and Vice Chair of the Michigan Infrastructure Council and serves on the United Way of the Lakeshore Board of Directors. She served as President of the Michigan Association of Regions from 2019 through 2022 and is former chair of the West Michigan Prosperity Alliance. Erin credits the Muskegon Rotary Club for being a vital hub for networking and collaboration. She

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commented that Rotary empowers community members to take the lead in addressing local, regional and world-wide needs. Through this collaboration, she believes that we have strengthened our collective impact and completed long-lasting community projects. Erin was born and raised in West Michigan. She earned degrees from Muskegon Community College and Grand Valley State University. Erin currently lives in the City of Norton Shores with her husband and three children.

You can see Erin's full spotlight interview [here](#).

\*\*\*

## New Member Induction: Phil McPherson

### Sponsored by Jill Bonthuis



Phil McPherson is Director of Business for Pioneer Resources. Phil arrived in Muskegon in 1996 and has been involved in many community initiatives since. He was instrumental in creating a low income pharmacy program in partnership with other

colleagues. Phil and his husband Richard are both very philanthropic, serve on many boards, and believe in creating systemic positive change to marginalized populations in our community. Most of all he strives to make Muskegon a better place to live, work, and play.

Welcome to Muskegon Rotary, Phil!

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## 10/12/23 PROGRAM: Business Soap Box

Introduced by: **Dave Alexander**

Reporter: **Meredith Smillie**

Local business updates were introduced by Dave Alexander on things you need to know.



Frank Peterson: WheelFish Group. Frank noted there is a lot of scaffolding going up at their building. They are looking to replace the current roof and roof trusses. There were roof leaks that caused some infrastructure problems. The whole third floor in the center will be coming down, brick by brick and the dormers will be coming off, in

addition to the roof. There will be metal columns from the basement to the attic and then the trusses will be re-installed to support the building. This is a \$2.5 million project and WheelFish received a \$2 million grant from the state of Michigan. Co-working space is also available at the WheelFish location and there is an information meeting on November 1. Contact Frank for additional information.



Rachel Gorman: Rachel is the COO of Lakeshore Muskegon Chamber of Commerce. Muskegon is a growing tourism destination and that every airplane part is manufactured in Muskegon. Cytiva employs 16,000 people in 40 states. They are investing in Muskegon with a multimillion dollar building manufacturing plant of bio-medical technology. They will employ 200 people locally. This is an active economic development for Muskegon. Friday, October 27 MLCC will have a breakfast learning session and the new plant manager will be present if you would like more information or take a peek [here](#).



Michael Ramsey: Michael presented on the Muskegon Livability Lab completed on September 26, 2023. The Livability Lab is a group of individuals that compile community data and identify root causes

(community buckets) and compare with other communities. Our community came together to explore community conditions impacting livability in Muskegon County and to form actions teams to address positive changes. This inspired 16 community teams to come together and identify areas that they would like to tackle in the next 100 days. The Livability Lab embraces the idea that small wins can lead to big changes. If you would like to participate in the livability lab, check out the list and get involved today. 582 surveys were completed over the year and there is a ton of data and information on what the community is passionate about. You can contact Michael Ramsey for additional information or how to become involved.



Kendrah Robinson: Kendrah shared on her mentoring group Aspiring Law Ladies of Muskegon. Kendrah started a mentorship group focused on high school women in Muskegon that are interested in studying law. Seven to nine women became a part of the initial group and Kendrah, as well as additional women in law, walked them through the action steps of applying to law school. She hopes to open up avenues to women in Muskegon County to study law. Ravenna, Reeths Puffer, Whitehall and Muskegon Public Schools have participated, as well as students at Muskegon Community College. Muskegon Community College is offering support and space for Kendrah's passion. The group has grown from 7 to 44 young women interested in attending law school. If

you would like additional information, feel free to reach out to Kendrah.



Eric Seifert spoke about Muskegon Angels. One of the concerns of local businesses are that they are being purchased by out-of-state buyers versus a local business owner. Having local business owners keeps revenue and tax dollars locally and local business owners are less likely lay off employees during challenging economic times. Several Muskegon businesses have been sold and moved out of state, or have changed business models that do not make them sustainable. Muskegon Angels began to keep locally owned businesses locally owned They are looking for local businesses that are ready to be for sale, assist them in readying the business for sale, and seeking local investors. They assist with mentoring and investing for individuals interested in purchasing locally owned businesses. For more information on Muskegon Angels, contact Eric.



DJ Hillson: Our prosecutor spoke about some anti-crime initiatives. These are proactive services that occur outside of the courtroom. The Youth Diversion Program diverts first time offenders from going through the juvenile justice process and helps curb any further criminal behavior. DJ did note that these youth are held



accountable, but if they successfully complete the program offenses are not on their permanent record. DJ is also working with schools on a truancy program, as attending school is a key indicator to graduation and post high school employment. They now have a truancy officer in the PA's office that works with local schools. The Power of a Choice assembly, is a partnership with Fresh Coast Alliance, and adults who have been in the criminal system and sharing how their choices have affected them. The Power of a Choice assembly is held at local schools. DJ noted they are seeing a huge impact with this program. They have also established a release from jail and back to home program to assist inmates in getting back home and to work. If you have any questions about these programs, reach out to DJ.



Bob Lukens shared an update on this summer's tourism impact. We had a great summer and many people came to visit to Muskegon. We are slightly behind where we were in 2022, mostly due to COVID restrictions being lifted in 2022 and this year's rising travel costs. Bob notes that they are really tracking visitors travelling from 50 miles away or more, as they are more likely to be staying overnight. 1.9 million visits occurred in 2022 and visitors on average spent 12.5 hours in Muskegon with the Saturday of Bike Time/Rebel Road Festival being the busiest day in 2022. 1.5 million visits occurred in 2023 with 11.7 hours average time spent in Muskegon with Sunday, July 30 being the busiest day

(which was actually Coast Guard Festival weekend). \$1.9 million in taxes and hotel revenue came into the county in 2022 and \$1.67 million in taxes and hotel revenue in 2023. See Bob Lukens for more information.

\*\*\*

### **New Member Induction: Brandy Carlson Sponsored by Jackie Farrar, introduced by Matt Farrar**



Brandy Carlson is a Chief Financial Officer with 25 years of experience in Muskegon County Government and Community Mental Health services. She specializes in funding methodologies, leadership and reporting of community mental health services and is responsible for educating and empowering others on the nuances of funding mental health, substance use and integrated health services through Michigan's Medicaid and Certified Community Behavioral Health processes. Brandy also is a strong advocate for Suicide Prevention and is a Psychological First Aid responder. She is a powerful force in the workplace and uses her positive attitude and tireless energy to encourage others to work hard and succeed. Brandy is inspired by her husband, Terry of 27 years, three children: Krysta (26), Kayla (23) and Jackson (8). In her free time, She likes to boat, read, and hike.

\*\*\*

## **ANNOUNCEMENTS**

### **Brave Rotarian Contest**

The Brave Rotarian Contest for the fall is full. Rotary in Action will commence on October 26!

### **Muskegon Rotary Foundation Grant Applications**

Muskegon Rotary Foundation Grant application process is open for our 2024 round. Muskegon Rotary provides funding for programs and projects primarily in Muskegon County. Grants typically range from \$5,000 – \$15,000.

Muskegon Rotary is interested in fresh, innovative approaches to addressing community needs that emulate the values of the Rotary four-way test, and making grants that create a broad impact by leveraging other funding sources and collaborating with other organizations.

We are asking all Rotarians to promote this opportunity among your community contacts who could benefit from this small grant opportunity to be our partners in *Serving our community to foster belonging, well-being, and economic stability*.

Our Grant Making Priorities, Grant Making Criteria, and Application Process are published on our web-site page - [Guidelines for Grant Making](#)

We will accept letters of inquiry though November. Eligible applicants will be asked to submit a full proposal by March 15, 2024.

A description of eligible projects and applicants is available on our Website, [muskegonrotary.org](https://muskegonrotary.org) - the grants page is

<https://muskegonrotary.org/page/guidelines-for-grant-making>.

## ReWine Updates

ReWine met October 5, 2023 at Walker's in the Delta. Here are some highlights:

Committee updates about Interact clubs and the New Generations Council. This council is looking at ways to move some other unused moneys into scholarship funds that would aid students to travel to Honduras, El Salvador, and the Life Leadership Council.

Order your ReWine logo gear from Chad at Trophy House. Contact Carim Calkins with questions.

Upcoming events:

- Oct 19 – ReWine at Walker's 5:15
- Oct 26 – Rotary Harvest Fest at the CIM
- Oct 29 – Meeting about El Salvador trip at 6:30pm First Lutheran Church, Whitehall Rd.
- Nov 11– Interact District Conference in Rockford
- Feb 13 – Chili Cook Off at First Lutheran Church on Whitehall Rd
- Apr 22 – Earth Day – planting the micro-forest in Muskegon. See John Noling for more info.

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**The Honorable Mayor Walter Watt of Muskegon Heights**  
cordially invites YOU to join us as we  
***BAND TOGETHER***  
for Muskegon Heights!

***Please join us as we dedicate the newest MCPAI commission of public art! We are celebrating the great legacy of the Muskegon Heights Marching Band and the spirited and resilient community that has always supported them!***

You will be welcomed by Mayor Watt, Pro-Tem Mayor Ronald Jenkins, the City Council, Interim City Manager Melvin Burns, City administrators, and some other *special* guests.

And you will meet the artist, Ari Norris!



**ALL MUSKEGON HEIGHTS BAND  
MEMBERS, DRUM MAJORS, BAND DIRECTORS, AND  
AUXILIARY BAND MEMBERS ARE INVITED TO JOIN US!**

**4:00pm Friday October 20, 2023**

**Rowan Park - Broadway and Baker Streets - Muskegon Heights**

Questions? Melvin Burns, (231)733-8870 Judith Hayner, MCPAI (231)638-0433

**MUSKEGONCITY  
PUBLIC ART INITIATIVE**

### RIM Reporting Team

Susan Besteman  
Kathy Moore  
Meredith Smillie  
Jackie Farrar  
Roger Morgenstern  
Lori Weiler  
Roger Morgenstern & Mark Alpher,  
Photographers  
Bill Johanson, Contributor  
John Noling, Contributor  
Mike Vegas, Contributor

## DEI Committee

The Muskegon  
Rotary Diversity,  
Equity & Inclusion  
Committee presents  
community activities  
with a DEI focus.

Below are links to several  
upcoming programs related to  
NEA Big Read Lakeshore that are coming up.  
Check them out!

[Facebook](#) \* [YouTube](#) \* [LinkedIn](#)  
[Instagram](#) \* [TikTok](#)

