

Next Meeting (3/18/21)—Mercy Health with Presenter Kristen Brown

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

Joanie Smith

REFLECTORS

Jim Schiltz3/11Mike Vogas3/18

THIS WEEK'S MENU

NEXT WEEK'S BIRTHDAYS

Cathy Brubaker-Clarke	Mar 19
Jane Mountain	Mar 19
Timothy Lipan	Mar 20
Steve Edwards	Mar 21
John McCann	Mar 21
Alan Alpert	Mar 24

PROGRAMS / EVENTS

3/11 Downtown Muskegon Update 3/18 Mercy Health 3/18 ReWine via Zoom 5:15 PM ReWine Zoom Meeting Link: https://us02web.zoom.us/j/88142687497 3/25 Club Assembly

ReWine Notes from March 4, 2021 Meeting <u>Click Here</u>



ANNOUNCEMENTS



Cleaning Beaches on April 24th!

Mark your calendars and join fellow Rotarians, Rotaractors, and Interactors to clean up our beaches **9am-Noon April 24th at Muskegon County Pioneer Park** Let's fill some dumpsters and make our beaches shine! Lunch and S'mores over campfire starting at 11:30am

Special highlight: Available tour of **Pioneer Lodge**, gorgeous and

rare vertical log building, former mess hall from the WPA era. Gloves and hand washing provided. Masks and social distancing where appropriate.

Please add your name to <u>THIS DOCUMENT</u> to sign up for this great event on April 24. There are two tabs in this worksheet. One for those volunteering to do clean up on that day and one for those who would like to donate food or work to help set up and serve food after the clean up.

Feel free to share this document with others to encourage them to sign up for this event. Any questions please let me know.

Randy Lindquist (231) 903-9073 cell or email rlindqui@muskegonisd.org





Guests

-Dee Kwiecien (retired from Harbor Hospice and is a lifelong resident of Muskegon County) introduced by **Mary Anne Gorman**

-Student guests were going to be Muskegon Heights Tigers but they are working feverishly to revert to in-person learning again.

Potential New Members

Please welcome the following potential new members:

-Jennifer Loechle, Executive Manager, Muskegon Lakeshore Chamber of Commerce, sponsored by **Cindy Larsen**

-Tamara Zimmerman, Local Store Marketer, Texas Roadhouse, sponsored by **John Noling**

-Johna Willis, Attorney, Pure Tax Resolution, sponsored by **Ken Johnson**



Invocation/Reflection

Alan Alpert is looking for more volunteers to sign up for Invocation/Reflection leaders. Please contact Alan at <u>fivea@me.com</u> to sign up.

Book Discussions

Nancy McCarthy mentioned this week that book discussions will resume soon. We will be ordering some interesting titles and people will be able to choose which book to read. More information will be coming in the upcoming RIM editions.





16 BRAVE ROTARIANS MARCH—MADNESS SWEET SIXTEEN CONTEST

For our annual March Madness 32 Brave Rotarians contest this year, we will pivot to a new format for 2021. This

year's contest will be 16 Brave Rotarians—March Madness Sweet Sixteen.

Thank you to our volunteers and the teams each represents as they play for NCAA basketball glory and a Paul Harris Fellow award.

Here are our 16 Brave Rotarians!

- 1. Mary Boyd
- 2. Cathy Brubaker-Clarke
- 3. Jane Clingman-Scott
- 4. Orville Crain
- 5. Marty Ferriby
- 6. Judy Hayner
- 7. Susan Holkeboer
- 8. Rich Houtteman
- 9. Don Hutchins
- 10. Annette Jack
- 11. Todd Jacobs
- 12. Jenny McNeill
- 13. Melissa Moore
- 14. Christine Robere
- 15. Joanie Smith
- 16. Marty Sytsema

New Member

Dr. Kim Keessen is a licensed

audiologist and is board certified in Audiology. She received her Bachelor's degree from Western Michigan University, with honors in communication disorders. She attended Michigan State

for her Master of Arts degree, then went on to receive her Doctor of Audiology degree (Au.D.) from the Arizona School of Health Sciences. She is a member of both the American



Academy of Audiology and the Michigan Academy of Audiology.

Kim was born and raised in Grand Rapids. Muskegon became home in 2005 after accepting an Audiology position with Lake Michigan Ear, Nose and Throat. In 2012, Dr. Keessen started Shoreline Hearing Center in Roosevelt Park across from the Station Grill, her private Audiology practice where she continues to practice today. She has experience in a variety of settings including over a decade working alongside ear, nose and throat (ENT) physicians, and she has developed exceptional diagnostic skill in hearing disorders. Dr. Keessen finds working with hearing aid patients especially rewarding.

Kim has been a regular guest speaker for Mercy Health diabetes education. And because hearing loss is an invisible and often overlooked handicap, she dedicates considerable time to educating physicians and other health care practitioners about hearing loss and their comorbidities.

Dr. Keessen lives in Norton Shores, and enjoys being a mom to her three children. She involves herself in their sports, and she often volunteers for their classroom activities. Her daughter Taylor is studying physical therapy at Michigan State, her oldest son Zack goes to Mona Shores high

school, and her youngest son Blake attends Churchill Elementary school. Both boys play basketball, baseball and hockey. In her free time, Kim enjoys running, working out, yoga, and spending time at the beach.

For some time, Kim has wanted to further involve herself in the

community in which she works and lives, and she looks forward to the opportunities presented by Rotary. Thank you to **Doug Wood** for sponsoring Dr. Kim Keessen.

Chili Kits

Even though we can't hold our annual Get Your Chili On! Cook Off fundraiser in 2021, we



want to keep the spirit going by turning our cook off into a service project!

Some updated info:

Each kit contains 1lb ground beef frozen, onions, chili powder, diced tomatoes with chilis, tomato sauce, kidney beans, black beans. (for family of 4)

Total Kits planned: 156 minimum kits plus extra donations of ground beef and tomatoes to area pantries

Amounts: Over 1 ton of food in over 100 cases delivered in the next two weeks and distributed by Interact and Rotary

Supplier: Meijer, Inc. providing wholesale prices to Rotary, Thank you!

Donations: Over \$1,150 so far, from ReWine Get Your Chili On funds, Four Rotary Interact clubs, and generous Rotarians

Pantries chosen: Mission for Area People, Love Inc., Muskegon Rescue Mission, Fellowship Reformed Church

Please join the Muskegon Rewine and Interact clubs in supporting our community by sponsoring a Chili Kit for families in need this winter. A \$10 donation will purchase all the necessary ingredients for an amazing pot of homemade chili!

Please click the link to donate by credit card: <u>https://checkout.square.site/buy/OD5</u> <u>O6YJDUSPDUEB4MGYITAU6</u>

or use your phone camara for the QR code.



Or send checks to Muskegon Rotary Club PO Box 66 Muskegon, MI 49443 Please note Chili in the memo line!

If you missed the March 11th meeting, want to watch it again, or share with someone who may be interested in learning more about our Rotary club, you can view the video <u>here</u>.



Food Trucks—

On <u>Wednesday March 17</u>, Rotary will sponsor our first *Feeding America-West Michigan* food truck for 2021. The food truck distribution will take place in the Temple Methodist Church parking lot located at 2500 Jefferson, beginning at 4:00 p.m. Volunteers are needed, and are asked to arrive between 3:00 and 3:15 p.m. to assist with set-up for the distribution. You should be out by 5-5:30pm. Please contact Arn Boezaart with an e-mail

to: <u>boezaara@gvsu.edu</u> and indicate your ability to assist. Four Rotarians have volunteered so far, we will need 8-10 more for this date.

We will sponsor a Whitehall food truck on <u>Saturday April 3</u>. This food distribution will take place at the White Lake Congregational United Church in Christ at 1809 Mears Ave. with food distribution beginning at 10:00 a.m. Volunteers are asked to arrive between 9:00 and 9:15 to assist with set-up. The Whitehall-Montague club will also assist with the volunteer recruitment for this truck, but we will appreciate five or six Muskegon club members to add to this volunteer effort.

The next Muskegon Heights truck, again at the Temple Methodist Church location, will take place on <u>Wednesday</u>, <u>May26</u>. More details on that date and the remaining schedule for 2021 later.

Thanks so much! Arn Boezaart 616-745-8465



Kudos

To **Marty Gerencer**, Executive Director of the West Michigan Food Processing Association, for the new FARM excelerator at MCC from **President Mark Meyers**. It's a new incubator for entrepenuers in the food processing business.

Muskegon Rotary Board

Mark Meyers <u>markm@nortonshores.org</u> Jason Piasecki <u>jason@revel.in</u> Jane Clingman-Scott <u>janecs1@comcast.net</u> Tim Arter <u>tarter@brickleydelong.com</u> Kathy Betts <u>kbetts01@gmail.com</u> Linda Juarez <u>juarezl@hccc-health.org</u> Orville Crain <u>orvilles@comcast.net</u> Mary Anne Gorman <u>ma.gorman@hotmail.com</u> Jeff Lewis <u>jeff.lewis@shorelinecity.com</u> Ginny Sprague <u>ginny.e.sprague@gmail.com</u> JD Wallace, Sr jdwallace88@comcast.net Doug Wood <u>doug.wood@orchardview.org</u>

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If you would like to join our RIM Reporting Team, contact **Susan Besteman** at



susan@bestemanproperties.com.

WEEKLY COVID REPORT

Every day looks better and better but we do have to stay vigilant. As we open up more, **Kathy Moore** reminds us to respect people's space. We have been under 3% positivity rate for the past 18 days straight which is exceptional.

Covid is still out there though so remember to use precautions when needed but we are at the time to start opening up again.

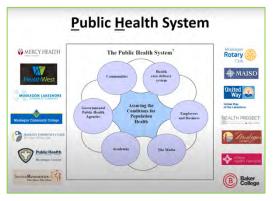
Public Health is working with Mercy Health and other healthcare providers weekly.

The month of March is for prioritizing anyone 65+ years old. They are vaccinating others but prioritizing 65+.

Thank you to the Rotarian team for helping to schedule the ongoing vaccination clinic. We are making amazing progress and thank you to our community partners.

Public Heath: <u>www.Muskegonhealth.net</u> Mask Up Muskegon: <u>https://www.maskupmuskegon.org/vaccineinfo</u>

NOTE: Please look for Kathy's graphs on the <u>last page</u> of this RIM.



Christine Robere updated us again fresh from a vacation (welcome back, Christine). We still have over 100 families in motels/hotels in our community due to a lack of affordable housing. She had a housing meeting that was well-attended. They spoke about some of the projects and developments coming but she feels there may be a role (maybe even for Rotary) to play right now. People who are essential workers live throughout the county and we can have affordable housing for low to moderate income that is still high quality. On an ongoing basis, we need to keep having a conversation at the local level for policies that there is room in the neighborhood for all income levels. Community Encompass attended and there was talk about support money coming to our community of about \$13 Million from MSHDA. Community Encompass, Mission for Area People and Old Kent will be the distributors of that money sometime around April 1st. That will help with people who are behind in rent and utilities due to COVID 19. Christine is excited about these federal funds helping out from the tenants to the landlords who also have struggled and to the community as a whole.

Life Leadership Goes Virtual

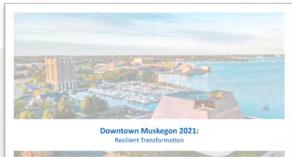
Founded in 1949 by our club and strongly supported to this day, we are recruiting students now to attend the first-ever Virtual LLC to be held May 20-22 with over 150 teens expected to participate from around the District. If you know of a student leader we need to know about, please contact LLC Co-Chairs **Brianna Scott** or **John Noling** as soon as possible.



Pictured above is the Muskegon conferee delegation from the last inperson LLC in 2019 and some of the fun and networking that takes place at LLC. Many of these students are leading the charge in their high schools and colleges right now. LLC is a great example of Rotary Youth Leadership Awards, (RYLA) and the youth service we take seriously in Rotary.



Our mission drives us: "to educate and inspire youth, utilizing the Rotary motto of Service Above Self, to expand their leadership roles in service to their schools and communities, and to the world."



THIS WEEK'S PROGRAM:

Poised for Recovery: Downtown Muskegon RIM Reporter: Susan Holkeboer Presenter: Dave Alexander (live – not recorded)

Dave Alexander, business development manager for the city of Muskegon with the downtown development authority, presented a



wonderfully informative program. he told us COVID-19 has not ended, but only paused, the ongoing historic transformation of Downtown Muskegon. Every week finds a new developer, a new development idea or a new business wanting to be part of the community's future in or near its central business district. On the day Dave made his presentation he had toured a food business of a woman, minority owned business, who is looking for a place downtown to relocate. There's always something going on even though we're separated somewhat and isolated.

Going Forward : Business Improvement District has special property assessments through 2023 that will focus on winter snow removal and summer landscaping. The Downtown Development Authority continued support of Mercy Health Arena improvements. They funded downtown management, streetscape improvements, and promotion/marketing.they acted as fiduciary for city events beginning with the Lakeshore Art Festival and Taste of Muskegon.

Dave informed us that our ZIP Code 49440 has the fastest growing income of any ZIP Code in Michigan. From 2009 to 2018, income has grown 233% adding \$19 million annually to those living downtown. Our home values are still affordable at less than \$200,000 compared to elsewhere at \$350,000.

Some things that have been going on this past year:



VanDyk Mortgage Convention

Center: After decades of discussion and study, a \$20 million Lakeshore Convention Center opens with the Muskegon Lakeshore Chamber's Home, Garden and Boat Show, April 16 &17 (The boats will be outside). This is the best example of public-private partnership in generations including the City of Muskegon, Muskegon County and Parkland Development, and owner Jon Rooks of the Delta by Marriott. Remember, no city or county taxpayer funds were used in the construction or operation of the center. An increase in room taxes since 2018 and going forward are paying for the bonds the city put forth to construct the facility and the operations of the facility. The wins and loss risks are with the Parkland Development as they continue to operate it.

The VanDyk Mortgage Convention Center links the Delta Hotel and Mercy Health Arena over the former Fourth Street pathway from Western to Shoreline. It will hold groups up to 1000 people post Covid and has 20,000 ft.² of meeting space including breakout rooms and preconference areas. There are special lower rooms for small groups, family gatherings and weddings. The Delta Hotel adds another 10,000 ft.² of meeting space, 200 guest rooms and 200 seats in Walker's Restaurant.

Downtown Muskegon Social District: The Downtown Muskegon Social District



provides common areas in the downtown in which alcoholic beverages from participating downtown establishments can be carried and consumed.

The district operates year-round, sevendays-a week from 11 a.m. to 11 p.m.

The Downtown Muskegon Social District began in September 2020 with a limited number of participants and limited number of activated blocks around Western and Third. Full 12block launch (from Pine to Eighth Street) for this summer is expected in mid April. Establishments included will be The Eagles, Tipsy Toad Tavern, Mike's Inn, Pigeon Hill Brewing, Burl and Sprig, Top Shelf, Mercy Health Arena/Rad Dads, Dr. Rolf's BBQ, Legends, Smash Wine Bar a& Bistro. Walker's The Foundation, The CIMS Courses, Unruly Brewing, The Block, 18th Amendment, Farmers Market, Nipote's, 794 Kitchen and Bar, Capone's Speakeasy, and Rake Beer Project.



Muskegon Museum of Art will be making news this year with a transformational project of the museum and the community's future. There will be a big announcement about this soon.

Ten21 Jefferson



Ten 21 Jefferson, the old city parking lot at the corner of Jefferson and Apple. This is being developed by General Capital of Milwaukee. It is being framed in and will be completed by the end of the year. It is more affordable housing, not senior housing like the Berkshire. This is 53 to 55 units of family affordable workforce housing. There is an area that will be available for commercial development (2000 ft.²). No tenant has been signed for this yet.

The Leonard Building



The Leonard Building at the corner of Second and Western is taking shape with 17 parking spaces below. Corey Leonard from <u>bigsign.com</u> out of Grand Haven is the developer. 17 market rate apartments will be located on floors four through six, and five retail spaces on the main floors including Corey on the second floor, to be completed by next year.

Terrace Point Landing



Terrace Point Landing - should be complete by this summer with all lots completed and occupied.

Multi-phase, mixed-use development of Harbor 31



Multi-Phase, Mixed Use on Harbor 31 (formerly Edison Landing) is one of the more interesting and exciting projects. Dan Hendrickson has been involved with this from the beginning and he now has an architectural and development firm and a development team and investors that are looking at a \$110 million phased project for our waterfront, creating it's own little village on the side of Shoreline Drive as it extends from beyond Terrace. This is starting with four phases. There will be some town houses on the lower right going along the shoreline that will be basically an extension of the Terrace Point Landing. There is also a 300 unit waterfront apartment complex that are market rates on the other side of the Parmenter Law building. On the opposite side of that will be a boat storage for in and out service and marine services. Beyond that will be about a 105 unit senior care facility complex.

Those four are the units that will be going first. They are all along the waterfront on this piece of property. Behind that you will also see coming off the entryway from off Shoreline Drive mixed use development. There is another planned market rate apartment complex and a hotel that is up in the upper right of the diagram. We also plan to see some construction there before the end of the year.

880 First Street the old Ameribank

Building, which is owned by the City of Muskegon. Dishes they are waiting for a final



880 First Street

development agreement and purchase agreement from **Brianna Scott** and the Ferguson Development Team out of Lansing. At present the building has five floors. Plans are for five more to go on top of it for a total of 10. This will be exclusively beginning with residential, with the top floors luxury apartments and the rest market rate apartments with amenities for those apartments on the lower floors with some parking in the structure. They hope to go forward with another wraparound residential component and a potential parking structure to service it all.

Downtime living is something that is really going forward here, more than probably the commercial and retail spaces in downtown.

Third Street Wharf / Shoreline Drive



Third Street Wharf/Shoreline Drive. This piece of property will probably be referred to as Third Street Wharf going

forward. It is a piece of property that is adjacent to the Mart Dock and owned by the Mart Dock and is next to the Shoreline Inn. There is an ongoing conversation going on between the City and the owners of the Mart Dock over a property swap that would include Fisherman's Landing in exchange for this to become a public space. It's a great link between our waterfront, or traditional downtown and the near neighborhoods of Nelson and our urban neighborhood of McLaughlin. So this is a critical piece that we hope will be looked at in the future. We're also looking at the Shoreline Drive as traffic quieting and you'll see some plans coming out that will help the pedestrian friendly aspect of getting from downtown to this site.

Watermark Center/Western Waterfront



Watermark Center / Western Waterfront: there is an Israeli medical marijuana facility going in along with the expanded market rate apartments. On the other side across the street next to Fricano's, you've got the Kirksey and McCary property with probably one of the finest views of Muskegon Lake (Have you been in the bike path there?).

Then, there is also the village that is being constructed there with the Heartshorn Marina and the Heartshorn Village. The first building is going up and you can see that next to the former YMCA (Lakeshore Fitness Center, soon to be Boys and Girls Club of Muskegon Lakeshore.



New Food/Beverage Establishments. Downtown restaurants and drinking establishments have suffered and some have not survived this past year. But new food/beverage operations are moving into vacated spaces or creating new locations. Rackets is being turned into Legends, the Tipsy Toad has a new local owner and operator, and the Boar's Belly is being converted into a relocation of an existing community food and beverage operation. Our spaces that are seen that may be going dark are not going to be dark for long as there are plenty of people who want to invest in downtown.

Downtown Festivals and Events. The big unknown of 2021 are our downtown events. At least two are moving forward this year: the Lakeshore Art Festival June 26-27 is spreading out throughout the downtown. Taste of Muskegon <u>September 17 -18</u> will be in Hackley Park.

Rabbi Alpert asked about the lack of younger people in downtown and church attendance. Dave felt there may be different attitudes with church and spiritual issues. He's seeing societal changes across the board. We are having an influx of younger people coming in so the spiritual communities need to figure out how to touch these people and families. Question: Is anything being done about recruiting minority owned businesses into the downtown?

Dave said 15 to 20 years ago downtown was a sandpit. It was the Muskegon Mall brought to nothing for four blocks (23 acres). Bringing it back where it is has taken a lot of money and not everyone of the minority businesses he has been working with have had the wherewithal to do that. We need to find either angel investors or we need to find sources of capital in which these entrepreneurs, and there's plenty of them out there, to get them into our community and our downtown. This is an ongoing issue. In the 40 years that Dave's been in this town and especially in the last five he's been working as downtown manager, getting enough of people of color into the business world, being successful being in successful situations that will allow them to grow and build well has been one of his goals.

Question: Will the shops at Western Market continue? They will for this next year. We have 17 -18 coming in, a couple new ones for a bit of churn. The shops will stay there until we have the right developer and the right time. Then they will move to a new location. The shops are portable and they will then allow for a probably major building development on that site, but for the next year or two they will continue. So please come down and patronize them (these small businesses) because there are people in there who have gone into bricks and mortar or are looking to go into bricks and mortar. We need to use this as a incubator and a launching pad for future retail, which is going

to be turned on its head both nationwide and state wide and in Muskegon as Amazon and everything post COVID old plays itself out in the retail world.

Question: Are there any further details for the use of the new convention center in addition to the upcoming boat and garden show?

Probably a lot of the booking that they had in hand a year ago at this time has been pushed forward to 2022. There are a number of groups state wide and regionally that want into this facility for their business meetings, tradeshows, etc., But most were canceled in 2020. Dates have been moved into 2021 and 2021 dates moved to 2022. A lot of what will be going on will be more of the wedding, family reunion variety and we'll see what will develop as we come off the public Covid restrictions. We'll hope that 2022 will be the real launch to see how the potential of this facility will interact with our downtown business district and everything we have going on in downtown

Our events downtown will look different in the future. They will look different because downtown continues to develop, but they're also going to look different because of Covid. We really don't know what that new look is yet so just be patient and flexible and supporting of your community and all the great organizers. We have a

fantastic A-Team of event planners and organizers in this community and we hope that they will figure it out.

Preliminary vaccination timeline (**EXPECTED TO CHANGE BASED ON VACCINE AVAILABILITY**)

Phase			Core vaccine administration period							Vaccines continue to be available for anyone not yet vaccinated				
		Estimated schedule for first doses administered												
Phase	People covered	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
14	Healthcare workers	-		A.										
	Long term care residents and staff													
18	75 years and over not covered in Phase 1a	14												
	Prioritized Frontline Responders													
	School and child care staff												_	
	Corrections staff		1	~										
	Agriculture and food processing workers				D									
	Other essent frontline workers					(D							
	65 74 years old	1.00	1.2											
	18-64 with COVID-19 risk factors/pre-setting conditions					(D							
	All remaining deential workers									(C			
	16 to 64 yes not covered											()	

Date	Daily Positive Test Rate	7-Day Average	14-Day Average
2/19/2021	1.9%	2.6%	3.7%
2/20/2021	5.0%	2.9%	3.8%
2/21/2021	2.2%	2.6%	3.5%
2/22/2021	2.1%	2.8%	3.3%
2/23/2021	1,3%	2.5%	3.2%
2/24/2021	2.1%	2.3%	3.0%
2/25/2021	1.2%	2.1%	Z.6%
2/26/2021	2.0%	2.2%	2.5%
2/27/2021	1,5%	1.7%	2,4%
2/28/2021	6.7%	2.0%	2.6%
3/1/2021	2.9%	2.1%	2.7%
3/2/2021	1.0%	2.0%	2.6%
3/3/2021	2.6%	2.1%	2.5%
3/4/2021	2.6%	2.4%	2.5%
3/5/2021	1.7%	2.3%	2.5%
3/6/2021	1.5%	2.3%	Z.2%
3/7/2021	7.5%	2.5%	2.6%
3/8/2021	6.7%	2.8%	2.9%



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