

**WMSRDC**

WEST MICHIGAN SHORELINE  
REGIONAL DEVELOPMENT COMMISSION

2019

ANNUAL

REPORT



WEST MICHIGAN SHORELINE  
REGIONAL DEVELOPMENT COMMISSION

## Who We Are

The West Michigan Shoreline Regional Development Commission (WMSRDC) is a federal and state designated regional planning and development agency serving 120 local governments in Lake, Mason, Muskegon, Newaygo, and Oceana counties.

WMSRDC is also the planning agency for the metropolitan transportation planning (MPO) program for Muskegon and Northern Ottawa counties.

The mission of WMSRDC is to promote and foster regional development in West Michigan through cooperation amongst local governments and other regional partners. WMSRDC provides services and manages and administers programs in transportation planning, economic development, environmental planning, community development, local government services, and other special projects.

# LEADERSHIP MESSAGE

In reflecting upon the past year, I am reminded of both endings and new beginnings. 2019 encompassed the highs and lows that accompany the conclusion of a chapter and the start of a new one. It seems natural to think this way as we wrap up a decade and embark on a new one.

I sadly remember the passing of WMSRDC Board Chairman Walter “Wally” Taranko this past April. He served on the WMSRDC board for several years. As a board officer, Wally’s lighthearted and witty spirit was infectious to those around him. WMSRDC is forever grateful for Wally’s leadership. He will be greatly missed.

Events of the past year also brought back WMSRDC’s long-time and retired finance manager, Susan Stine-Johnson. Susan assisted in the search for a new finance manager. We thank Susan for her continued dedication to WMSRDC and welcome Amanda Snyder as the new WMSRDC Finance Manager.

After ten years of service, WMSRDC ended the chapter of serving as fiduciary for the Region 6 Homeland Security Planning Program. This is an important and impactful program that WMSRDC was proud to be a part of for the past decade.

I began a new role of serving as President of the Michigan Association of Regions (MAR). In June, my colleagues voted to have me lead this statewide association. I am humbled and honored for this leadership role, and greatly appreciate the support I receive from the MAR board members.

I can also feel the excitement building around the WMSRDC environmental program as the community moves closer to delisting Muskegon Lake as an Area of Concern. There has been tremendous work and dedication over the past decade around meeting the benchmarks for delisting. The highlight of 2019 for this program was the release of the “Back From the Brink” video at Muskegon’s historic Frauenthal Theatre to more than 600 community members. There are only a few projects remaining before those benchmarks are met. I am excited to be part of the process of transitioning the asset of Muskegon Lake to the next chapter.

Finally, WMSRDC will celebrate its 50th Anniversary in 2020. In light of this milestone, we have been reflecting on the tremendous success and resiliency of the agency since its creation in 1970. I am looking forward to working with the WMSRDC Board, staff, and member communities as we start a new chapter and lead the agency into the next 50 years.

Sincerely,  
Erin Kuhn, WMSRDC executive director



# REGIONAL COLLABORATIVE EFFORTS

## West Michigan Prosperity Alliance

On October 1, 2018, WMSRDC assumed fiduciary leadership of the West Michigan Prosperity Alliance (WMPA). Erin Kuhn, WMSRDC executive director, also began serving as chair of the WMPA steering committee.

The WMPA, also known as Regional Prosperity Initiative (RPI) Region 4 was created by Governor Snyder in 2012 and encompasses 13 counties in West Michigan. It covers 8,163 square miles, equivalent to the State of New Jersey and includes 130 miles of Lake Michigan shoreline and a population of over 1.5 million. The 35 member steering committee consists of representatives from a variety of sectors including regional planning, metropolitan transportation planning, adult education, workforce and economic development, higher education, and philanthropic agencies.

During FY 2019 the WMPA received its largest state grant to date totaling \$306,810. This amount included \$70,000 for Integrated Asset Management. The main focus of the WMPA, since its inception, has been to provide seed funding through mini-grants to local projects and initiatives. This process has been done through public meetings where project leaders make a pitch and attendees electronically vote to prioritize the projects. To date, the WMPA has funded nearly \$1 million in mini-grants to local projects and initiatives. Some of the projects funded include the Port of Muskegon Infrastructure Analysis & Organizational Structure, Connect Michigan Connected Communities Project, West Michigan Dashboard, Sustainable Watershed Funding (West Michigan Watershed Collaborative), The Dragon Mountain Bike Trail Study, Restoring the Rapids Initiative, Green Infrastructure Training, and West Michigan Research Network Census 2020 Initiative.

The WMPA has seen tremendous success over the past seven years, however, state funding for the RPI was eliminated in the FY 20 state budget. As a result, the steering committee enters 2020 with the task of determining next steps for the Alliance to proceed without state funding.

## Michigan Infrastructure Council

Erin Kuhn, WMSRDC executive director, serves as one of five governor appointees to the Michigan Infrastructure Council (MIC). The MIC is housed within the Department of Treasury and the council consists of nine voting members; five appointed by the governor and four appointed by the leaders of the legislature. In addition, several state department heads serve as non-voting members of the MIC.

The council will bring together local utility and infrastructure owners, regional representatives, finance and policy experts, and state department leaders to coordinate infrastructure-related goals and develop a long-term strategy for Michigan's infrastructure assets. The council will construct a statewide asset management database, facilitate the data collection strategy, and produce a 30-year investment and management strategy for the state of Michigan.

During FY 19, the MIC completed a 180-day report and developed a mission statement and goals and objectives. The MIC also established several committees to accomplish its legislative mission.



## Integrated Infrastructure Asset Management

By nature, WMSRDC engages with a diverse network of infrastructure asset managers. In 2019, WMSRDC added new collaborators to the list, including the WMPA, the Michigan Association of Regions (MAR), and the Michigan Infrastructure Council to facilitate this state-wide effort. As Chair of the WMPA, President of MAR, and member of the MIC, WMSRDC's executive director, Erin Kuhn, has been intimately involved with the project and collaboration.

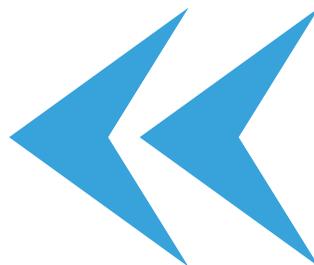
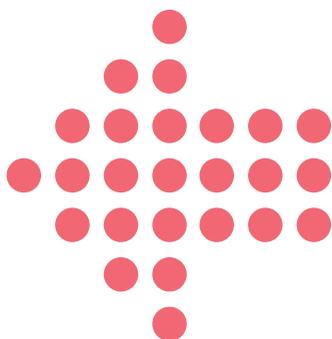
During 2019, three Asset Management Summits were held within the WMPA region: two in the spring and one in the fall. Approximately 160 asset owners attended the summits. During the spring summits, attendees discussed the principles of asset management and infrastructure project coordination, discussing what works/doesn't work and identifying barriers/best practices. The fall summit introduced attendees to the concept of a project portal that would allow for project coordination amongst multiple assets, including public and private utility providers. In addition, a presentation was given on an asset management self-assessment tool that is expected to be rolled out during 2020.

The MIC is coordinating with MAR to roll out the self-assessment state-wide and has contracted with the Canadian Network of Asset Managers to develop the tool and provide training. As a result several staff from WMSRDC participated in Asset Management training during the fall of 2019. This project is being funded through the \$70,000 Integrated Asset Management allocation through the RPI grant.

## Regional Watershed Partnership

The West Michigan Regional Prosperity Alliance selected the West Michigan Watersheds Collaborative (WMWC) for funding through the Regional Prosperity Initiative (RPI). The WMWC is developing a sustainable funding strategy for the implementation of watershed plans to improve the region's natural water resources. The WMWC includes watershed stakeholders from a 13-county region, including watershed groups, conservation districts, drain commissioners, educational institutions and non-profits. Regional planning organizations providing the WMWC with staff support are WMSRDC, Grand Valley Metro Council and the Macatawa Area Coordinating Council.

A contract with Public Sector Consultants resulted in two feasibility and planning reports and a public opinion survey. A critical element, needed for the success of the project, is for the state legislature to adopt enabling legislation that would allow property owners to voluntarily contribute to watershed improvement projects by checking a box on local property tax bills. During the coming year, WMSRDC will work with a stakeholder advisory group representing watersheds that traverse five West Michigan counties (Muskegon, Oceana, Newaygo, Mason and Lake). The group will develop the process for identifying and prioritizing water resources improvement projects and a decision-making framework to guide the selection of projects for funding.



# METRO TRANSPORTATION PLANNING

## MPO Transportation Planning

The West Michigan Metropolitan Transportation Planning Program (WestPlan) is the federally designated Metropolitan Planning Organization (MPO) for the Muskegon and Northern Ottawa County area. The MPO program addresses a multitude of transportation projects such as resurfacing and reconstructing existing roads, preventative maintenance, safety and bridge repair projects, air quality-related projects, and non-motorized projects.

The MPO program also assists in transit planning for the Muskegon Area Transit System and Harbor Transit in northern Ottawa County. There are also several other local transit providers that participate in this program, such as Pioneer Resources, AgeWell Services, and Goodwill Industries. Planning activities include assistance with grant applications, studies, and collaborating on services related to seniors and individuals with disabilities.

## Transportation Improvement Program (TIP)

In 2019 MPO staff completed the development of the TIP for FY2020-2023. Staff worked closely with local road agencies and federal and state partners to develop the plan, which was approved by the MPO committees in May of 2019. Projects were selected and approved by the committees and were programmed into JobNet, which is the statewide database used for tracking and modifying federally funded transportation projects. The TIP consists of approximately 160 state, local, and transit related projects that will be completed in the WestPlan MPO area during that time period. Over the course of the four year plan, approximately \$102,344,048 of federal, state, and local funding will be spent in Muskegon and northern Ottawa counties on transportation-related projects. The TIP is continually amended as project scopes and funding availability changes. Meetings are held monthly to address any changes or modifications that are needed, and to add additional projects to the plan as additional funding is found. MPO meetings are open to the public and there are many opportunities for public comment and public involvement.

## 2045 Long Range Plan Development

MPO staff began the process of developing the next transportation long range plan, which will be officially called the 2045 Long Range Plan. MPO staff is working on updating various elements of the plan, as needed, to meet ever-changing local and state priorities and federal requirements. MPO staff continues to work closely with the MPO Technical and Policy committees as well as the Michigan Department of Transportation (MDOT) and The Federal Highway Administration (FHWA) to develop the new document.

The 2045 Long Range Plan is a federally mandated document that provides for a multi-jurisdictional, multi-year look at the Muskegon and northern Ottawa area's future transportation network, which includes highway, transit, non-motorized, air, rail, and port. The plan is used as a guide for investment of public funds that includes capital improvements to the transportation system within the MPO area. Technical modeling and analysis of the current system provides a guide to plan for future deficiencies on the network. One goal of the plan is to address these deficiencies with projects that will allow the network to run more efficiently. The plan also includes the use of local, state, and federal transportation goals and objectives to guide transportation plans and projects. The plan must be financially constrained, and must adhere to other federal regulations such as air quality conformity, environmental mitigation, environmental justice, public involvement, and performance measures.

Throughout the process, input is gathered from the residents of Muskegon and northern Ottawa counties as well as from local elected officials, municipal and road agency staff, state, and federal agencies, and other transportation stakeholders through an on-line survey, notifications of MPO committee meetings, special meetings, etc.

The 2045 Long Range Plan is expected to be adopted by the MPO committees in April of 2020. Then federal and state review will take place with approval slated for late summer of 2020.

# RURAL TRANSPORTATION PLANNING

## Traffic Count Program

WMSRDC continues to oversee a traffic count program in the Muskegon urban area. In 2019, WMSRDC contracted with AECOM to collect approximately 100 traffic volume counts. In the spring of 2019, after the counts were completed, the data was placed on the WMSRDC website in an interactive traffic count database that is available for public use. In addition to the standard volume counts, WMSRDC contracted with AECOM to provide 13 classification counts. Along with traffic volume, classification counts also categorize the type of vehicle using the roadway. These counts are used by local road agencies, MDOT, and a variety of businesses and developers.

WMSRDC also provides a service to collect non-motorized traffic counts to member agencies. WMSRDC can work with member communities to place traffic counters to gauge the use of non-motorized pathways.

## Asset Management

In November 2019, WMSRDC completed the annual process of collecting data for the Asset Management program. Asset Management is a ranking based on an inventory of each local road network within the region. It provides data that allows transportation officials to monitor, plan, and strategically improve the road network. Each year, WMSRDC staff, along with MDOT and a county road commission employee, collects this data for approximately half of all the federal aid roads within each member county. The data collection effort requires the collection of three items: road condition rating, surface type, and the number of lanes.

One new requirement for road agencies with over 100 miles of certified roads is they are required to submit asset management plans to MDOT. These plans use the figures which are collected during the asset management data collection process. WMSRDC had three staff members attend training in 2019. These staff members are available to assist local communities with their plans.

## Rural Task Force Update

WMSRDC assisted with the five-county Rural Transportation Task Force as it continued to meet in 2019. The task force receives approximately \$3.1 million of federal funding and a little over \$425,000 in state funding per year. Typical projects include road construction, road maintenance, and transit capital purchases. Projects are chosen at the individual county level prior to approval by the five-county task force. During 2019, task force members selected new road and transit projects for the fiscal years 2020-2023. WMSRDC is responsible for scheduling meetings, administering the public involvement process, documenting meeting activities, and submitting information to MDOT.

# ECONOMIC DEVELOPMENT

In 2019, WMSRDC continued to implement the region's Comprehensive Economic Development Strategy (CEDS) 2018-2022. The CEDS is a strategy-driven plan for regional economic development, and is the result of a regionally-owned planning process designed to build capacity and guide regional prosperity and resilience. The CEDS is required to maintain the region's designation as an Economic Development District (EDD) by the U.S. Department of Commerce, Economic Development Administration (EDA). This designation enables communities within the district to remain eligible for EDA assistance. Listed below are a few of the 2019 accomplishments.

## CEDS Strategy Committee

Significant efforts were put towards increasing stakeholder representation on the CEDS Strategy Committee, organizing meetings, educating the committee about the CEDS, and spreading information regarding economic development training and assistance opportunities. Staff convened the CEDS committee on March 8 in Oceana County, June 21 in Mason County, and September 27 in Lake County.

## Economic Development Projects

One EDA investment was completed during 2019 in the City of Fremont to construct a bypass/connector road to the city's industrial park. In addition, staff provided technical assistance to a range of stakeholders in pursuit of projects for EDA investment in the counties of Lake, Mason, Muskegon, and Newaygo. At least two efforts continue to show promise and will likely result in applications in 2020 for EDA investment.

## Opportunity Zones

Staff attended an opportunity zones training seminar and hosted viewings of numerous opportunity zones webinars in late 2018 and early 2019 in order to inform stakeholders within the region.

## WMSRDC Industrial & Business Park Inventory

The inventory was updated in early 2019 and is now available to view on the WMSRDC website.

## Promotion of Ports

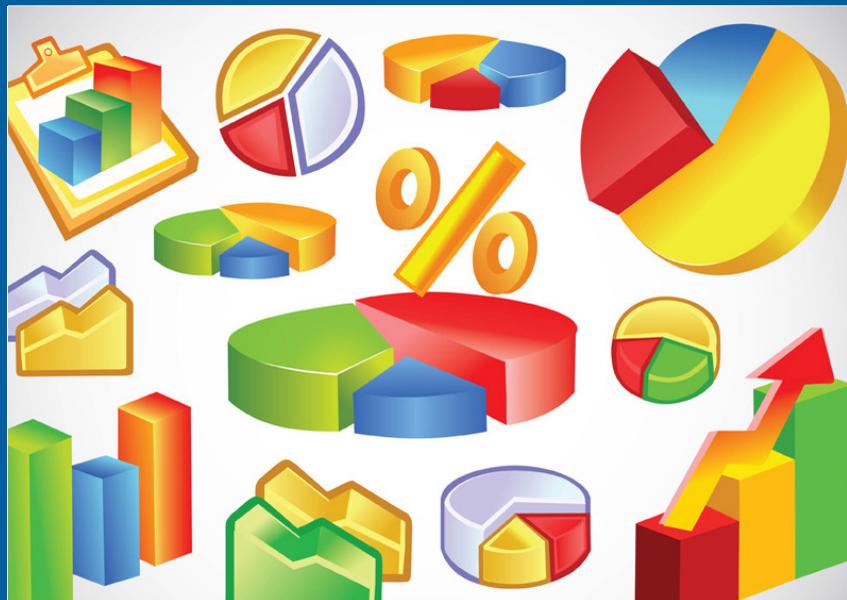
WMSRDC hosted a joint meeting of the Statewide Port Advisory Committee and the Michigan Logistics and Supply Chain Commission on August 15 in Muskegon to showcase marine shipping possibilities in the district.

## Peer Evaluation

On September 25th, WMSRDC staff participated in an Economic Development District (EDD) evaluation, a review of the WMSRDC economic development program. WMSRDC maintains the designation from the U.S. Department of Commerce, Economic Development Administration (EDA). Results of the evaluation will be presented to WMSRDC in early 2020.

## Planning Grant

The WMSRDC Economic Development program is largely funded through a three-year Partnership Planning grant provided by the EDA. In September 2019, WMSRDC was invited to apply for another planning grant, which would support the region's economic development efforts from 2020 through 2022.



# LOCAL GOVERNMENT SERVICES & HOMELAND SECURITY

In 2019, WMSRDC was unusually busy working with local communities on a variety of planning activities; including three master plans, three recreation plans, and one unique future land use and resiliency study.

## Master Plans

Master plans, also known as comprehensive plans or future land use plans, help communicate a community's vision for the future and can help provide legal justification for a community's zoning. WMSRDC worked hand-in-hand with the planning commissions of Blue Lake Township (Muskegon County) and Golden Township (Oceana County) to complete master plan updates. The Blue Lake Township Comprehensive Development Plan was adopted by Blue Lake Township in August, while the Golden Township Master Plan was adopted by the Golden Township Board in December. In addition, WMSRDC began the process of working with the Village of New Era (Oceana County) to update the New Era Future Land Use Plan. That process is expected to be complete in early 2020.

## Recreation Plans

Recreation plans outline a community's vision for its future park and recreation assets and programs. Successful completion of a recreation plan enables a community to apply for recreation grants offered by the Michigan Department of Natural Resources. WMSRDC provided planning assistance to update community recreation plans for the Village of New Era, Big Prairie Township (Newaygo County), and the Village of Fruitport (Muskegon County). The recreation plans for New Era and Fruitport were completed and locally adopted in December, while the Big Prairie plan is expected to be adopted in January 2020.

## Redevelopment Ready Communities

Through an agreement with the Michigan Economic Development Corporation (MEDC), WMSRDC was able to leverage a Redevelopment Ready Communities (RRC) technical assistance grant

to initiate a unique study for Ludington and Pere Marquette Township in Mason County. The project has initially been titled the Shoreline Land Use & Resiliency Plan, or SLURP for short. It will encompass and synthesize two aspects of the Port of Ludington at Pere Marquette Lake. First, the study will examine the various existing and planned future land uses surrounding the port in the City of Ludington and Pere Marquette Township. Second, the study will focus on the resiliency of the immediate shoreline; taking stock of the various community assets and estimating vulnerabilities with respect to short-term and long-term Lake Michigan water level fluctuations. A prioritized list of activities will be developed to lead the community towards actions that will increase long-term resiliency of the waterfront, and a shared vision for the future land use surrounding the port will be developed with input from an advisory council and community leaders. Development of the SLURP will be guided by an advisory council, and will include opportunities for public input. After months of coordination, the planning process kicked off in October 2019, and is expected to be completed in the summer of 2020.

## Homeland Security

After serving as the Region 6 Homeland Security Program fiduciary for the past 10 years, WMSRDC announced that it would no longer serve in this capacity effective June 1, 2019. This decision was made official by a vote of the WMSRDC Board during the fall of 2018.

During those 10 years, WMSRDC was pleased to work with the 13 counties, emergency managers, and the staff at the Michigan State Police – Emergency Management and Homeland Security Division. Although it was not always easy, Region 6 was able to build a program that resulted in a highly prepared, trained, and equipped area. WMSRDC applauds the dedication and leadership of the county emergency managers as they continually strive to improve the capabilities of the region through this valuable program. WMSRDC also thanks the staff at MSP-EMHSD for their leadership.

# RESILIENCY PLANNING

## A Year for Trees

The best time to plant a tree was yesterday and the next best time is today. That is an old idea expressing the fact that trees are beneficial but, don't grow overnight. For WMSRDC, 2019 was a good year to realize the environmental benefits and ecosystem services that trees provide. One of the primary ecosystem services that WMSRDC and our partners have focused on is the reduction of storm water runoff. That is a benefit that provides for environmental resiliency.

Throughout 2019, WMSRDC implemented a United States Forest Service (USFS), Great Lakes Restoration Initiative (GLRI) grant to plant as many as 558 large trees and over 4,138 tree seedlings within West Michigan's Coastal Zone Management Area ranging from Ludington to Hoffmaster State Park just south of Muskegon. Partners included five state parks, a private parcel in Oceana County, and the City of Muskegon. The result is a reduction of up to 110,322 gallons of storm water runoff, annually. This grant will close in June of 2020.

2019 also saw WMSRDC partner under another USFS, GLRI grant awarded to the Delta Institute. Trees were planted in five Oceana communities along the Hart Montague Trail including Mears, Rothbury, Hart, Shelby, and New Era. These plantings will address another 24,900 gallons of storm water runoff and provide land managers with the tools to build capacity. To date, project staff have met with partners for information sharing and planning. Planting will begin in the spring of 2020.

2019 saw the wrap up of the Reforestation Runoff Tree Planting grant that began in 2017. The Muskegon River Watershed Assembly and the Muskegon Conservation District partnered with WMSRDC and saw an additional 102 trees planted within the City of Muskegon including the Petsafe Dogpark, Rotary Park, along Muskegon and Webster Ave, and at Nelson School. The trees at the school were planted with the help of 5th and 6th grade students who spent the day with Kathy Evans and the rest of the WMSRDC environmental program team learning the importance of green

spaces, natural habitats and public access. The previously planted trees were evaluated, and it was found that 24 trees did not survive and were replaced with new trees. The grant planted a total of 427 trees and 345 seedlings and treated a total of 482,915 gallons per acre of stormwater.

## Hemlock Woolly Adelgid

The hemlock woolly adelgid (HWA) is an invasive pest attacking hemlock trees within West Michigan from Ottawa County to Oceana County along the Lake Michigan shoreline, and inland along coastal rivers and lakes. The HWA Strike Force focused on finding the northern-most extent of the infestation and then treating those trees from the outside perimeter toward the main infestation, in an attempt to contain and slow the spread of HWA.

A total of 3,583 acres were surveyed in the farthest extents and in the most infested areas of Oceana County. A total of 28,945 hemlocks were surveyed, tagged and GPS data was recorded regarding their size, location, HWA status, and general health. Using the GPS data collected, the HWA crew, led by the Ottawa Conservation District partnered with Bartlett Tree Experts and treated the infested hemlock trees and seedlings. Treatments began in the outer most extents and the teams worked inward to create a buffer of uninfested hemlock trees. Hemlock trees that did not show any signs of HWA, but were within 800 feet of any positive HWA trees, were prophylactically treated to protect them from infestation. A total of 15,446 hemlock trees and seedlings were treated on over 835 acres of land, including the Village of Pentwater and Golden and Benona townships in Oceana County.

This grant also educated landowners, land managers, instructors, students, and others about the importance of hemlocks and how to identify signs of HWA. SaveMIHemlocks.org was created to help with outreach and provide a way for land owners to report possible locations for survey and treatment. The practices used during this grant were developed to be used on other current and future invasive species threats. The HWA Grant was completed at the end of 2019.

# BACK FROM THE BRINK

In 2019, work on several Muskegon Lake habitat restoration projects advanced the final management actions needed to remove the lake's designation as a Great Lakes Area of Concern (AOC). During May, WMSRDC and the Muskegon Lake Watershed Partnership hosted a community conversation and film, "Back from the Brink," at the Frauenthal Theater in downtown Muskegon. More than 600 community members attended to learn about the lake's history of cleanup, to engage in future stewardship activities, and to learn about the final restoration projects needed to delist the AOC designation.

Progress on the final projects included the restoration of fish and wildlife habitat on the Lower Muskegon River at Veterans Memorial Park. With grant funding from the NOAA/Great Lakes Commission Regional Partnership for Great Lakes Habitat Restoration, work at the park restored under-water fish habitat, water quality, emergent wetlands, and the original native landscape design. A fish-passage and water-quality friendly weir was installed in December 2019 to ensure that future high Lake Michigan water levels do not harm the resiliency of restored resources or the park's memorial features.

Engineering, design, permitting and contracting was completed for a separate, 53-acre coastal wetland restoration and hydrologic reconnection of the Lower Muskegon River at a former celery farm. Muskegon County had acquired the property with a NOAA grant for the purpose of restoration. The project will remove a historic farm dike, restore wetlands and reconnect the Muskegon River to natural floodplain wetlands. Ecological restoration monitoring for the project is carried out by Grand Valley State University Annis Water Resources Institute, project engineers, and the County of Muskegon.

In addition, engineering and design was completed for restoration at the Muskegon Lake Nature Preserve, located at the confluence of the Muskegon River and Muskegon Lake. Engineering was also completed for restoration at the mouth of Ruddiman Creek at the former Amoco Tank Farm on Muskegon Lake's south shoreline. Restoration to ensure shoreline resiliency at Heritage Landing was also completed during 2019.

These final restoration projects will result in improved connectivity for 100 acres of habitat previously restored in the AOC, adding an additional 74 acres of restored fish and wildlife habitat. This work, along with the 2020 Muskegon Lake/Ryerson Great Lakes Legacy Act cleanup of contaminated sediments, represent all of the final management actions needed to remove the AOC designation.



# AIR QUALITY AND INFORMATION & COMMUNICATIONS

## Clean Air Action

WMSRDC continued to be an active partner of the West Michigan Clean Air Coalition (WMCAC). Formed over twenty years ago, the WMCAC remains a strong partnership of business, academic institutions, government agencies, industry, and non-profit organizations in Muskegon, Kent, and Ottawa counties. These partners continue working together to achieve cleaner air in the region through the education and promotion of voluntary emission reduction activities. Among other outreach activities, an extensive television public education campaign continued in 2019 highlighting voluntary actions people can take on Clean Air Action Days. Clean Air Action is also promoted through radio and staff attendance at local events at which the program is promoted through conversation and educational and promotional material distribution.

## U.S. Census Affiliate

WMSRDC continued to fulfill its duties as a U.S. Census Bureau Affiliate. WMSRDC strives to keep the WMSRDC website up to date with the latest links and most recently released data from the Census Bureau and other data products.

## Munetrix

In fiscal year 2019, WMSRDC contracted with Munetrix to provide open data and analytical services to our 127 communities in the region. Munetrix, a multiple winner of the GovTech 100 honor for innovation among tech companies serving the government sector, is among the nation's largest aggregators of municipal and school district data. The company promotes municipal wellness and sustainability through its cloud-based data management tools and proprietary performance management applications and provides communities and school districts an opportunity to gauge their Munetrix Fiscal Wellness Score. In addition to its history and reputation in the municipal sector, Munetrix was selected by WMSRDC for its ease of use, with a platform that transforms large amounts of information into easy-to-digest charts and graphs that present a clear understanding of the meaning behind the data.

The partnership with Munetrix also provides WMSRDC members the ability to buy discounted licenses if they want to manage their forward-looking and non-public data, or access other time-saving products and advisory services. Hundreds of communities use Munetrix to make data driven decisions, financial projections, and even benchmark themselves against other communities. Access to jurisdictional datasets is available on WMSRDC's website so citizens, policy makers and researchers are now able to navigate key information while supporting an increased commitment to government transparency.



# FINANCIALS

## Audited Statement of Revenues, Expenditures, and Changes in Fund Balance For the Year Ended September 30, 2018 and 2019

Revenues	2018	2019
Intergovernmental Revenues		
Federal	\$ 7,229,643	\$ 2,728,846
State	192,069	443,103
Local	<u>213,554</u>	<u>218,488</u>
Total Revenues	7,635,266	3,390,437
Expenditures		
Current		
Land Use Planning	21,293	19,236
Regional Initiatives	40,148	298,930
Economic Development	84,659	129,984
Transportation Planning	660,341	655,029
Environmental Clean-up	5,792,810	1,524,370
Homeland Security	<u>952,496</u>	<u>845,472</u>
Total Expenditures	\$ <u>7,551,747</u>	\$ <u>3,473,021</u>
Net Change in Fund Balance	83,519	(82,584)
Fund Balance at 10/1/17 for FY18 and 10/1/18 for FY19	<u>323,185</u>	<u>406,704</u>
Fund Balance at 9/30/18 for FY18 and 9/30/19 for FY19	\$ <u>406,704</u>	\$ <u>324,120</u>

# WMSRDC BOARD

## Fiscal Year 2019 Board

James Rynberg, Chairperson, Mayor, City of Fremont

Bonnie McGlothin, Vice-Chairperson, Councilperson, City of Muskegon Heights

Dale Nesbary, Secretary, Muskegon Community College

Kay Beecham, Councilperson, City of Norton Shores

James Brown, Oceana County Commissioner

Burt Cooper, Newaygo County Board of Commissioners

Dean Gustafson, Oceana County Board of Commissioners

Jennifer Hodges, Supervisor, Muskegon Township

Rich Houtteman, WMSRDC Appointee

Marcia Hovey-Wright, Muskegon County Commissioner

James Kelly, WMSRDC Appointee

Nick Krieger, Mason County Commissioner

Charles Lange, Mason County Commissioner

Andrea Large, WMSRDC Appointee

Joseph Lenius, Councilperson, City of Ludington

Howard Lodholtz, Lake County Commissioner

James Maike, Newaygo County Commissioner

Bob Scolnik, Muskegon County Commissioner

Byron Turnquist, Commissioner, City of Muskegon

Rillastine Wilkins, Muskegon County Commissioner

Crystal Young, West Shore Community College



# WMSRDC STAFF

## Staff

Erin Kuhn, Executive Director

Stephen Carlson, Program Manager

Syndi Copeland, Executive Assistant

Kathy Evans, Program Manager

Joel Fitzpatrick, Transportation Director

Amy Haack, Program Manager

Vicki Luthy, Planner

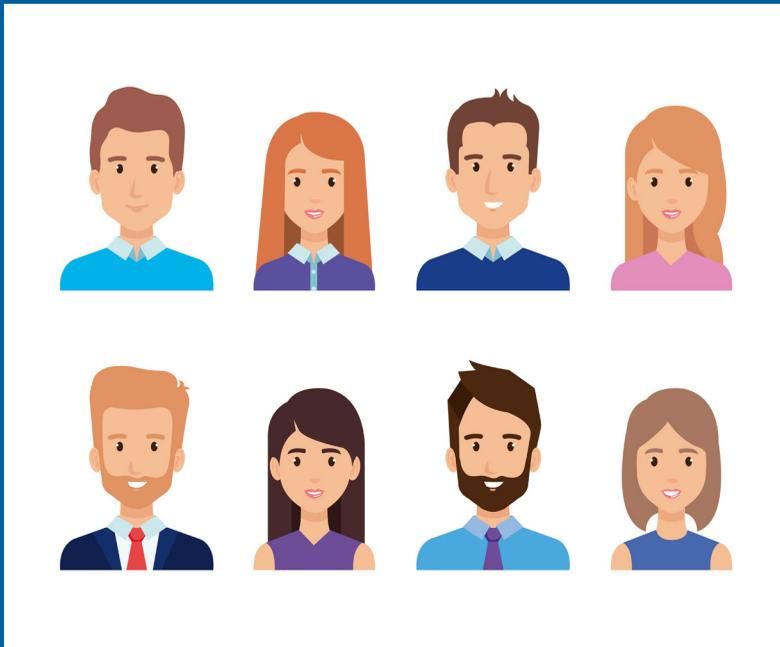
Brian Mulnix, Program Manager

Gale Nobes, Planner

Amanda Snyder, Finance Manager

Susan Stine-Johnson, Interim Finance Manager

Jamie Way, GIS Specialist



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Regional Development Commission  
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