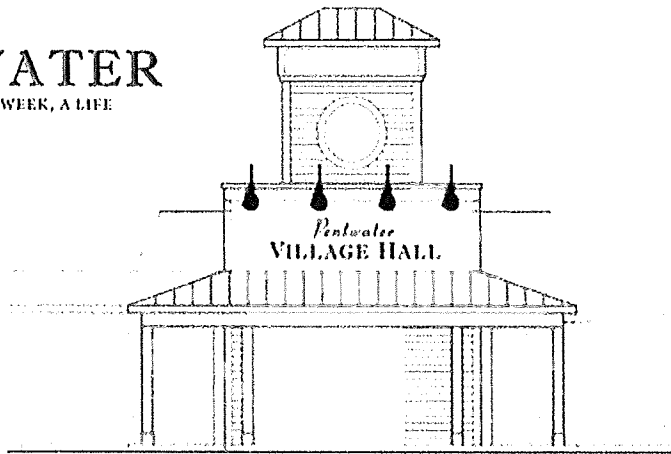


+ *Discover*
PENTWATER
STAY FOR A DAY, A WEEK, A LIFE



**VILLAGE OF PENTWATER
COUNCIL
AGENDA PACKET
OCTOBER 27, 2025 @ 6 P.M.**

Park Place Meeting Center
310 North Rush Street

President
Mary Marshall

President Pro Tempore
Jared Griffis

Trustees
Dave Bluhm
Dan Nugent
Kathy O'Connor
Don Palmer
Karl Schrumpf

AGENDA
VILLAGE COUNCIL – REGULAR MEETING
OCTOBER 27, 2025, at 6:00 P.M.
PARK PLACE MEETING CENTER
310 N. RUSH ST.

<https://us02web.zoom.us/j/83837668609?pwd=n3tWNibVXrOPW5euzhIrTeEJ8IN2BH.1>

Meeting ID: 838 3766 8609

Passcode: 853770

1. CALL TO ORDER – PLEDGE OF ALLEGIANCE

2. COUNCIL ROLL CALL

3. PUBLIC COMMENTS (Items on the Agenda)

4. APPROVAL OF THE AGENDA

5. CORRESPONDENCE

Correspondence addressed to the Village Clerk will be received, filed, and forwarded to the Village Council.

6. COMMITTEES

A. None.

7. UNFINISHED BUSINESS

A. None.

8. NEW BUSINESS

A. Gabridge & Co. – Ian Reeves 2024-2025 Annual Audit Review.

B. Jr. Sailing Club – Launch Ramp Park Improvements.

C. Halloween Trick or Treat Hours – October 31, 2025, 5:00 P.M. – 7:00 P.M.

D. Proposal from Fresh Coast for Zoning Services

E. DDA Appointment.

F. Clerk/Treasurer Position.

9. DISCUSSION

A. Strategic Plan.

10. PUBLIC COMMENT

Public comments will only be taken when the Village President opens the meeting for comment. Please state your name and address before speaking. All comments should be directed to the Village President; each speaker will have one opportunity at the microphone for a maximum of 3 minutes.

11. COUNCIL COMMENTS

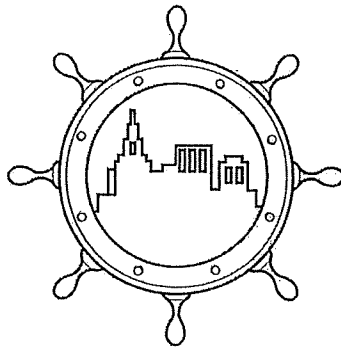
12. MANAGER’S COMMENTS

13. CLOSED SESSION

A. None.

14. ADJOURNMENT

Proposal for Planning and Zoning Services Village of Pentwater



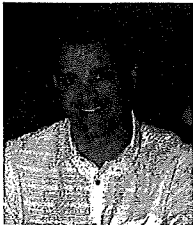
Submitted by Fresh Coast Planning
119 ½ Washington Avenue, Studio B | Grand Haven | Michigan | 49417
www.freshcoastplanning.com

October 22, 2025

Company Profile

Established in 2017, Fresh Coast Planning provides exceptional professional planning and zoning services to communities and private individuals throughout the State of Michigan. As a result of a significant diversity of knowledge and creativity, we are able to provide a wide range of services to meet the needs of our clients.

Our Staff



Gregory L. Ransford, MPA, Principal. Greg possesses specialties in plats, planned unit developments, site condominiums, text and map amendments, zoning ordinances, site plan reviews, master planning, variance matters, and public workshops. He has successfully represented private individuals in various capacities, including before the City of Grand Haven Zoning Board of Appeals and through zoning mediation in Grand Haven Charter Township, Ottawa County, as well as in Eveline Township, Charlevoix County. Coupled with his Bachelor and Master in Public Administration, he possesses over 23 years of professional planning and zoning expertise. Greg currently serves as the lead Planner for Allendale Charter Township, Tallmadge Charter Township, Jamestown Charter Township, and Heath Township.



Kevin Yeomans, Associate. Kevin has built a life and career around serving others. With a life's mission to make himself and the world better every day, Kevin has dedicated himself to growing through personal experience and training. Over the last 21 years he has put his skills to use serving an eclectic set of organizations and communities, from national government and non-profit organizations to small, local 100% volunteer run organizations. Kevin possesses a Bachelor degree with a double major in Marketing and Supply Chain Management, his Lean Six Sigma Green Belt, a Project Management Certification, and an SAP certification. These experiences and skills leave Kevin strongly outfitted to navigate complex systems, efficiently complete projects, and support the work of boards and committees, while understanding there is no one "right" answer in community planning. Kevin is the lead planner for Sparta Township, Tyrone Township, Ravenna Township, Otisco Township, Pierson Township, and the Village of Ravenna. He also serves as the Zoning Administrator for Tyrone Township, Sparta Township, Ravenna Township, and the Village of Ravenna.



Alexis Gulker, Associate. Alexis has a passion for serving others and communities. She graduated from Anderson University in 2022 with a degree in National Security and a minor in Psychology. At Anderson, she served as Chief of Staff for the Student Government Association. While Chief of Staff, she organized and administered events and coordinated assignments at weekly cabinet meetings. Alexis has taken part in briefings with top government officials through Anderson University's National Security program. Through Alexis' educational background and previous roles, she has developed the ability to write and edit a variety of professional documents and handle multiple projects at once. Alexis currently serves as the lead Planner for Polkton Charter Township. She also serves as the Planner and Zoning Administrator for Wright Township and Sullivan Township, and as the Zoning Administrator and assistant Planner for Tallmadge Charter Township.



Aaron Bigelow, Associate. Aaron has centered his career on improving the communities he serves. Through his passion for helping others, it is important to him that every voice is heard and considered. With a special focus on sustainability, he realizes that our natural world is directly impacted by the decisions we make today and he strives to achieve a harmonious balance between nature and the built environment. Aaron has a Certificate in Sustainable Urban and Regional Planning and will achieve a Bachelor degree in Environmental and Sustainability Studies from Grand Valley State University in 2026.

Through his work with the City of Grand Rapids, the City of Kentwood, and Park Township, Aaron has learned how to navigate many unique challenges faced by communities. Projects in his portfolio include obtaining Michigan Green Communities certification for the City of Kentwood, providing businesses support and growth opportunities along Division Avenue in the City of Kentwood, and writing ordinances that will guide future development. Aaron currently serves as the Planning and Zoning Administrator for Crockery and Chester Townships.



Andrea Goodell, Associate. Andrea understands that the words “communication” and “community” have a shared history. She is passionate about the power of communication to connect communities, foster understanding, build relationships, and drive meaningful change. She has built a career around crafting messages that resonate and create lasting impact. From reporting on government for local media to developing outreach initiatives for libraries, Andrea has helped organizations strengthen their ties with the public and increase engagement and understanding. An experienced writer and editor, Andrea holds a Bachelor of Arts degree in Journalism and Mass Communication from the University of Iowa. She

currently serves as the lead Planner and Zoning Administrator for Robinson Township and Casnovia Township.

Available Services

Fresh Coast Planning offers the following professional planning and zoning services:

- Site Plan applications
- Special Use applications
- Planned Unit Development applications
- Plat applications
- Site Condominium applications
- Map Amendment applications (rezonings)
 - Conditional Map Amendment applications
- Text Amendment applications
- Zoning Ordinance language composition
- Police Power Ordinance language composition
 - Subdivision Control Ordinance
 - Crowd Control Ordinance
 - Dangerous Buildings Ordinance
 - Nuisance Ordinance
 - Mineral (Mining) Ordinance
 - Cemetery Ordinance
- Mining applications
- Land division administration
- Composition of legal notifications and adoption documents
- Zoning Administration and enforcement
- Zoning Board of Appeals applications
- Master Planning
- Recreation Planning
- Capital Improvement Planning
- Community surveys
- Intergovernmental collaboration
- Local millage assistance
- Form-based codes
- Leading community workshops/charrettes
- Non-motorized pathway planning
- Grant writing
- Support to Planning Commission, Zoning Board of Appeals, and Board of Trustees
- Educational training to Planning Commissioners, Zoning Board of Appeals members, and staff
- Process Improvement (Lean Six Sigma)

Client Communities

- Allendale Charter Township, Ottawa County
- Jamestown Charter Township, Ottawa County
- Tallmadge Charter Township, Ottawa County
- Wright Township, Ottawa County
- Chester Township, Ottawa County
- Crockery Township, Ottawa County
- Robinson Township, Ottawa County

- Polkton Charter Township, Ottawa County
- Casnovia Township, Muskegon County
- Ravenna Township, Muskegon County
- Sullivan Township, Muskegon County
- Village of Ravenna, Muskegon County
- Sparta Township, Kent County
- Tyrone Township, Kent County
- Heath Township, Allegan County
- Otisco Township, Ionia County
- Pierson Township, Montcalm County

Village Services

Village Hall Office Hours

Pursuant to our discussions with Manager Van Ess, we are available to provide two full days (seven hours each day) of office hours at the Village Hall every week. These office hours will be provided for the purpose of zoning administration services, including availability to the public by phone, email, and in person. Outside of these office hours, we remain available to the public and Village staff during the remaining weekdays via phone and email. Any planning service work that occurs during the Village Hall office hours is itemized separate of the office hours and the zoning service of seven hours is reduced accordingly.

Zoning services typically include the review of zoning permit applications such as dwellings, pole barns, signs, etcetera; enforcement of ordinances; general zoning questions such as fence height, building size, setbacks, etcetera.

Planning services, which are generally conducted outside of Hall office hours, typically include text amendments, map (rezoning) amendments, special uses, site plan applications, master planning, recreation plans, capital improvement plans, and any other matter that requires the Planning Commission; Zoning Board of Appeals applications; and matters for the Village Council. Our planning services also includes drafting public hearing notices, adoptions documents, and other technical publications related to the aforementioned.

Zoning Ordinance Rewrite

We understand that the Village desires to rewrite its Zoning Ordinance. While various methods are utilized to provide this service, typically our cost estimate includes recommendations with drafts for updates to the Zoning Ordinance, attendance at related Planning Commission meetings, drafting the required public hearing notice(s), and drafting the related adoption document(s). Depending on the extent of public engagement during the Village Master Planning process, additional public engagement may not be necessary. Fresh Coast Planning typically provides a Zoning Ordinance rewrite at an estimated cost of \$16,500.00 to \$40,000.00, depending on the extent of legislative items identified within the community Master Plan and the length of the community Zoning Ordinance. This estimate excludes public engagement, however, the service could still be within this range including public engagement, again, depending on the extent of the aforementioned Village Master Plan and Zoning Ordinance attributes.

Hourly Rates

Fresh Coast Planning provides professional planning and zoning services on a per project basis as well as at an hourly rate for general consulting and other projects. Below are our hourly rates for our available services.

- Principal Planner: \$140.00
- Associate Planner: \$115.00
- Zoning Services: \$75.00

Mileage and Travel Time

Mileage and travel time fees for court hearings, inspections, and the like will be charged at the Internal Revenue Service standard mileage rate and the Zoning Services rate.

Contact Information

- Gregory L. Ransford, Principal
 - 616-638-1240
 - greg@freshcoastplanning.com
- Kevin Yeomans, Senior Associate
 - 616-349-0223
 - kevin@freshcoastplanning.com
- Alexis Gulker, Associate
 - 616-773-4638
 - alexis@freshcoastplanning.com
- Aaron Bigelow, Associate
 - 616-919-2370
 - aaron@freshcoastplanning.com
- Andrea Goodell, Associate
 - 616-313-9333
 - andrea@freshcoastplanning.com

Office Location

Fresh Coast Planning is located in Grand Haven, Michigan at 119 ½ Washington Avenue, Studio B. However, as necessary and for the convenience of applicants, we are available for meetings or appointments at the community office given its central location related to proposed projects.

October 21, 2025

To: Pentwater Village Council Members

From: Mary Marshall

Re: Recommendations for appointment to the DDA

The resignations of Jim Henley and Michael Haack from the DDA has resulted in two vacancies to be filled. Two very talented individuals have expressed interest. I would like to recommend that Kyle Jansen and Kristine Kletke be appointed to the two positions.

Kyle served as the DDA Director in Jackson, MI before moving to the Pentwater area. She is most excited about working with business owners and as a former business owner herself, is well aware of many of the needs of our DDA businesses.

Krstine Kletke is a board member of the Chamber of Commerce and owns a marketing company which she operates remotely from her Pentwater home. Her marketing and Communications background will be a great asset to our team.

As always, thank you for your kind consideration of these nominees.

October 23, 2025

Village of Pentwater

Personnel Committee Minutes

Meeting came to order at 5:30 p.m.

Present: Jared Griffis, Don Palmer, Mary Marshall - Village Council President,
Toby Van Ess - Village Manager

Absent: Kathy O'Connor (conducted an individual meet and greet earlier in the day)

1. Meet and Greet with Internal Candidate Michelle Bieri.
 - a. Committee reviewed posting process with Manager VanEss which included posting on Indeed.com and MML.org
 - b. Committee reviewed Resume of internal candidate Michelle Bieri and asked clarifying questions.
 - c. Committee recommends offering Michelle Bieri the position of Clerk/Treasurer starting on December 1, 2025 - Unanimous
2. Discussion about option of using Fresh Coast Planning to provide Zoning and Planning Services.
 - a. Committee reviewed posting process with Manager Van Ess
 - b. Manager Van Ess discussed advantages and disadvantages of using an outside firm.

Meeting Adjourned: 6:35 p.m.