

**GENOA CHARTER TOWNSHIP  
BOARD OF TRUSTEES  
JANUARY 5<sup>th</sup>, 2009  
6:30 P.M.**

**MINUTES**

Supervisor McCririe called the regular meeting of the Genoa Charter Township Board to order at 6:30 p.m. The Pledge of Allegiance was then said. The following persons were present constituting a quorum for the transaction of business: Gary McCririe, Paulette Skolarus, Robin Hunt, Todd Smith, Jean Ledford, Steve Wildman and Jim Mortensen. Also present were Township Manager Michael Archinal and approximately twelve persons in the audience.

A Call to the Public was made with the following response: Jeff Dhaenens – I would ask that the board do something to finish the job on Crooked Lake Road. There are six foot stumps all along the road that need to be removed. I would also ask that the board reassess involvement with the Howell Fire Department. The Howell Fire Department served our community for over 30 years.

Supervisor McCririe welcomed Cub Scout Troop #360 to the meeting of the board. Scouts Ross Ray, Devin Swinner, Cameron Smith, Ryan Skop and Matthew Allegoet introduced themselves to the board.

**Approval of Consent Agenda:**

All items listed under the consent agenda were moved to the regular agenda for discussion.

**Approval of Regular Agenda:**

Moved by Smith, supported by Ledford, to approve for action all items listed under the regular agenda. The motion carried unanimously.

**1. Payment of Bills**

Moved by Smith, supported by Hunt, to approve all checks as presented. The motion carried unanimously.

**2. Request to approve minutes: 12-15-08**

Moved by Mortensen, supported by Smith, to approve the Minutes of the Dec. 15, 2008 regular meeting of the board as presented. The motion carried unanimously.

**3. Discussion regarding Township Branding.**

Tom Bloomer introduced himself to the board and provided a copy of his resume and references with regard to his advertising and marketing experience. The board was provided a list of strengths and weaknesses that had been prepared by Hunt, Mortensen,

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Skolarus and Archinal. Smith asked that signage be considered for all main street entrances into the community. Our goal should be to attract business, he said. During discussion it was determined that goals should include the following: signage (primary), a web site that encouraged commercial and industrial development, a slogan identifying the unique character of the community (e.g. *naturally spectacular*), and a logo branding the township.

Kelly VanMarter's contract was up for renewal. It was the recommendation of the administrative committee that Ms. VanMarter be offered a three year contract beginning Jan. 1, 2009 with a salary of \$64,500, \$67,500.00 the second year and \$71,000.00 the third year. Moved by Mortensen, supported by Ledford, to approve the recommendation with all other items in the contract remaining the same as previously negotiated. The motion carried unanimously.

The regular meeting of the Genoa Charter Township Board was adjourned at 7:10 p.m.

Paulette A. Skolarus  
Genoa Charter Township Clerk

(Press/argus 01/09/2009)