

CHAIRPERSON  
RYAN SEBOLT

VICE-CHAIRPERSON  
CHRIS TRUBAC

VICE-CHAIRPERSON PRO-TEM  
RANDY MAIVILLE

HUMAN SERVICES COMMITTEE  
TODD TENNIS, CHAIR  
IRENE CAHILL  
CHRIS TRUBAC  
THOMAS MORGAN  
KARLA RUEST  
SIMAR PAWAR  
MONICA SCHAFER

## **INGHAM COUNTY BOARD OF COMMISSIONERS**

*P.O. Box 319, Mason, Michigan 48854 Telephone (517) 676-7200 Fax (517) 676-7264*

THE HUMAN SERVICES COMMITTEE WILL MEET ON MONDAY, MARCH 20, 2023  
AT 6:30 P.M., IN CONFERENCE ROOM A, HUMAN SERVICES BUILDING, 5303 S. CEDAR,  
LANSING AND VIRTUALLY AT <https://ingham.zoom.us/j/83587032242>.

### Agenda

Call to Order

Approval of the [March 6, 2023](#) Minutes

Additions to the Agenda

Limited Public Comment

1. Parks Department – Resolution to Authorize an Application for a Michigan Natural Resources Trust Fund Grant for Burchfield – [Riverbend Natural Area](#)
2. Human Resources Department – Resolution to Authorize and Approve a [Reclassification](#) of One Medical Director in the Health Department to the Position of Medical Health Officer
3. Health Department
  - a. Resolution to Accept FY2023 [Child and Adolescent Health Center](#) Planning Funds
  - b. Resolution to Authorize an Agreement with [Cameron Leadership Consulting, LLC](#)
  - c. Resolution to Authorize an Agreement with [TCB Consulting, LLC](#)
4. Fairgrounds
  - a. Resolution to Authorize a Contract with [Du-All Cleaning Inc.](#) for Cleaning Services at the Ingham County Fairgrounds
  - b. Resolution to Authorize a Contract with [Noise New Media, LLC](#) for Advertising Services for the Ingham County Fairgrounds
  - c. Information on Fairgrounds Activities (*Presentation*)

Announcements

Public Comment

Adjournment

**PLEASE TURN OFF CELL PHONES OR OTHER ELECTRONIC DEVICES OR SET TO  
MUTE OR VIBRATE TO AVOID DISRUPTION DURING THE MEETING**

The County of Ingham will provide necessary reasonable auxiliary aids and services, such as interpreters for the hearing impaired and audio tapes of printed materials being considered at the meeting for the visually impaired, for individuals with disabilities at the meeting upon five (5) working days notice to the County of Ingham. Individuals with disabilities requiring auxiliary aids or services should contact the County of Ingham in writing or by calling the following: Ingham County Board of Commissioners, P.O. Box 319, Mason, MI 48854 Phone: (517) 676-7200. A quorum of the Board of Commissioners may be in attendance at this meeting. Meeting information is also available on line at [www.ingham.org](http://www.ingham.org).

## HUMAN SERVICES COMMITTEE

March 6, 2023

Draft Minutes

Members Present: Tennis, Cahill, Morgan, Ruest, Trubac, Pawar, and Schafer.

Members Absent: None.

Others Present: Jared Cypher, Cynthia Wagner, Tim Morgan, Nicole Wallace, Marcus Cheatham, Kaitlyn Hetfield and others.

The meeting was called to order by Chairperson Tennis at 6:30 p.m. in Conference Room A of the Human Services Building, 5303 S. Cedar Street, Lansing, Michigan. Virtual public participation was offered via Zoom at <https://ingham.zoom.us/j/83587032242>.

### Approval of the February 27, 2023 Minutes

CHAIRPERSON TENNIS STATED, WITHOUT OBJECTION, THE MINUTES FROM THE FEBRUARY 27, 2023 MEETING WERE APPROVED.

### Additions to the Agenda

None.

### Limited Public Comment

None.

MOVED BY COMM. SCHAFER, SUPPORTED BY COMM. TRUBAC , TO APPROVE A CONSENT AGENDA CONSISTING OF THE FOLLOWING ACTION ITEMS:

2. Potter Park Zoo – Resolution to Authorize a Reorganization of Potter Park Zoo Zookeeper Positions
3. Parks Department
  - a. Resolution to Authorize an Agreement with American Rentals, Inc. to Provide Sanitation Services for the Ingham County Parks Department and Ingham County Fairgrounds
  - b. Resolution to Adopt Fees for Disc Golf Tournaments at the Ingham County Parks
  - c. Resolution to Authorize a Contract with PLM Lake and Land Management Corp for Lake Weed Treatment at Hawk Island County Park and Burchfield County Park
  - d. Resolution to Authorize a Memorandum of Understanding with Meridian Township for the Lift Station Project at Lake Lansing Boat Launch

4. Health Department
  - a. Resolution to Authorize an Agreement with the Michigan Department of Environment, Great Lakes, and Energy to Conduct a Scrap Tire Collection Event
  - b. Resolution to Authorize COVID-19 Regional Health Equity Council Backbone Organization Grant Sub-Agreements with Capital Area Health Alliance and TCB Consulting, LLC
  - c. Resolution to Authorize an Agreement with the State of Michigan Department of Agriculture and Rural Development for the Clean Sweep Program
  - d. Resolution to Authorize Creating a Community Health, Planning, and Partnership Programs Assistant Position

THE MOTION CARRIED UNANIMOUSLY.

THE MOTION TO APPROVE THE ITEMS ON THE CONSENT AGENDA CARRIED UNANIMOUSLY.

1. Interviews
  - a. Potter Park Zoo Board

Caitlin O'Rourke was not present for the Potter Park Zoo Board interview.

1. Interviews
  - b. Board of Health

Marcus Cheatham interviewed for the Board of Health.

MOVED BY COMM. MORGAN, SUPPORTED BY COMM. TRUBAC, TO RECOMMEND THE APPOINTMENT OF MARCUS CHEATHAM TO THE BOARD OF HEALTH.

THE MOTION CARRIED UNANIMOUSLY.

Commissioner Morgan stated he received a text message from Caitlin O'Rourke who stated she was unaware of the meeting tonight as she was out of the country and would call March 7, 2023 to reschedule the interview.

3. Parks Department
  - e. Ingham County Parks Video: <https://youtu.be/ZxIhTYAhLco> (Discussion)

Nicole Wallace, Trails and Parks Millage Program Coordinator, presented a video showing an overview of the amenities available through Ingham County parks.

Commissioner Morgan left at 6:51 p.m.

Ms. Wallace stated Snow Tubing was still open and was having a great visitation with sessions selling out.

Commissioner Morgan returned at 6:52 p.m.

Tim Morgan, Ingham County Parks Director, stated there were many things happening with the Parks Department due to grants that were received and he provided a handout to those present. The handout was included in the minutes as attachment A.

Mr. Morgan stated he had attended a pre-construction meeting on March 6, 2023 with Jim Hudgins, Ingham County Purchasing Director, and Laux Construction for improvements that would come to Lake Lansing South. He further stated McNamara Landing would receive double the amount of parking spaces.

Mr. Morgan stated there were plans for cabin rentals at McNamara Landing and Bunker Landing. He further stated there would be replacements to the Lake Lansing North boardwalk and a connector to MSU to Lake Lansing trails.

Mr. Morgan stated there were 52 completed contracts and 58 contracts that were underway. He further thanked the Board of Commissioners for funding a lot of out-county and small community grants.

Mr. Morgan stated there was recently a contract extension with Onondaga for an accessibility project on the upper Grand River section that would begin in Fall of 2023 or Spring of 2024. He further stated there would be rehabilitation of the trail from McDonald's to the High School in Leslie, as well as from the High School towards the Township park in the future.

Mr. Morgan stated they were working with the Road Department to get road signage completed from the original Trails Wayfinding Project. He further stated the Parks Department was very busy with a lot of upcoming projects.

Chairperson Tennis asked if there were any updates on the opening of the Lake Lansing Boat Dock.

Mr. Morgan stated it would open in mid-March of 2023.

Chairperson Tennis stated his son was eagerly awaiting the opening of the boat launch.

Mr. Morgan stated he knew people were eager for it to open but they liked to make sure that the weather was cooperating.

Commissioner Schafer stated she had sat down with Mr. Morgan and Ms. Wallace and stated she was amazed at all the things that they did. She further stated that it was eye-opening how well they sought out grants for matching.

Commissioner Schafer stated she was impressed at how well they utilized millage dollars so wisely. She further stated Ms. Wallace set up a meeting with several Commissioners and others to discuss different ways to utilize millage dollars.

Mr. Morgan stated they had a great Blueway system that they would be expanding on with the Red Cedar Trail in the near future.

Commissioner Schafer stated Commissioner Lawrence sat on the Lansing Visitor's Bureau and they hoped that she would promote the parks and trails with the Visitor's Bureau.

Mr. Morgan stated there were lot of people who purchased their own kayaks during COVID-19 but they still had the opportunity to transport people upstream with their own kayaks. He further stated when one floated on the Grand River or the Red Cedar River, one could not tell if one was in Mid-Michigan or in the Upper Peninsula.

Mr. Morgan stated the rivers were beautiful and was a wonderful resource in the County. He further stated there was nothing better than floating on the river in Ingham County.

Mr. Morgan stated he was not any less excited now than when he interviewed for his position. He further stated he appreciated all of the support.

4. Health Department

- e. Resolution to Authorize an Agreement with the State of Michigan Department of Licensing and Regulatory Affairs to Accept the 2023 Michigan Marihuana Operation and Oversight Grant

MOVED BY COMM. MORGAN, SUPPORTED BY COMM. PAWAR, TO APPROVE THE RESOLUTION.

Commissioner Morgan stated his disappointment that the Health Department had five items on the agenda and it was the second time in three meetings that Commissioners had questions that could not be answered by someone.

Chairperson Tennis stated the resolution stemmed from funding included in the Michigan Regulation and Taxation of Marihuana Act that required the State of Michigan to provide funding to local units of government for the purposes of education on public health issues surrounding the uses of marihuana. He further stated this was similar to public health work regarding gambling, smoking, drinking and driving, and other similar things.

Chairperson Tennis stated in 2023 the County would receive \$27,285.00 from the State of Michigan to provide education and outreach for specific things like educating marihuana users on how to store it safely, the risks of using cannabis products while pregnant, and more. He further stated it was a legal product that could be used recreationally, but like other legal products if it were to be used wrongly it could be dangerous and the goal was to warn people of those potential dangers.

Commissioner Morgan asked if the "weed facts" billboards were part of this program.

Chairperson Tennis stated he was not certain what the public health program was utilizing.

Commissioner Trubac stated he seemed to remember there was a specific resolution for the billboards in the past.

Chairperson Tennis stated this resolution was specifically for accepting the grant from the State of Michigan.

THE MOTION CARRIED UNANIMOUSLY.

#### Announcements

Commissioner Cahill stated Recycle Rama was returning on Saturday, April 22, 2023, which happened to be Earth Day. She further stated it was a great opportunity for the community to recycle things they had accumulated in their homes.

Chairperson Tennis asked if the event allowed hazardous materials such as batteries.

Commissioner Cahill stated batteries were not accepted at the event but were accepted at the Greensweep event. She further stated that the Greensweep event was another great event that was funded by a grant from the State of Michigan, and held from May to September on Tuesdays and Thursdays.

Commissioner Morgan stated it would be convenient for the community to combine the events so the community could make one trip to recycle their items.

Commissioner Cahill stated she was not on that committee, but the committee was looking for more members. She further stated she would see what she could do.

Commissioner Schafer stated the Ingham Conservation District was having a tree sale. She further stated trees and wildflower seed packets could be ordered at [www.inghamconservation.com](http://www.inghamconservation.com), and pick-ups would be available April 21, 2023 from 10:00 a.m. to 6:00 p.m. and April 22, 2023 from 9:00 a.m. to 3:00 p.m. at 1031 West Dexter Trail in Mason.

Commissioner Schafer stated a large portion of their funding comes from their tree sales and it was nice to get out and plant some trees.

#### Public Comment

None.

#### Adjournment

The meeting was adjourned at 7:06 p.m.

## Ingham County Parks Awarded Grants

Year Awarded	Status	Expected Completion Date	Park	Description	Grant Amount Awarded from DNR/Federal Funding	Matching Ingham County Millage Dollars	Grant Type
2015	Complete	N/A	Hawk Island	1.5 mile loop trail resurfacing	\$45,000	\$120,000	Recreation Passport
2016	Complete	N/A	Burchfield Park	Overlook Shelter Improvements	\$45,000	\$165,921	Recreation Passport
2016	Complete	N/A	Burchfield Park	McNamara Landing Improvements	\$105,800	\$106,022	Trust Fund
2017	Complete	N/A	Lake Lansing North	Accessibility Improvements	\$244,800	\$116,002	Trust Fund
2018	Complete	N/A	Lake Lansing South	Dock Replacement	\$300,000	\$208,505	Trust Fund
2018	Complete	N/A	Burchfield Park	Accessibility Improvements	\$256,500	\$264,000	Land & Water Fund
2019	Construction	2023	Lake Lansing South	Replacement of Bathhouse and Accessibility	\$300,000	\$725,200	Trust Fund
2019	Construction	2023	Lake Lansing South	Accessibility Updates, Walkways, Drainage	\$300,000	\$315,000	Land & Water Fund
2019	Plan & Design	2023	Hawk Island	Paved path, fishing piers, accessibility updates	\$300,000	\$231,400	Trust Fund
2019	Plan & Design	2023	Hawk Island	Shade shelters, boat pier, EZ-Dock Kayak	\$292,100	\$317,100	Land & Water Fund
2020	Plan & Design	2024	Burchfield Park	Bunker Landing Improvements	\$50,000	\$62,000	Trust Fund
2020	Plan & Design	2024	Lake Lansing South	EZ Dock Kayak Launch/Parking Lot & Access	\$300,000	\$335,200	Trust Fund
2021	Bidding Out Plan/Design	2024	Lake Lansing North	Trail Loop & Boardwalk Replacement Phase 1	\$300,000	\$289,000	Trust Fund
2021	Plan & Design	2025	Hawk Island	Boardwalk Replacement Phase 1 with Fishing Pier	\$300,000	\$493,100	Trust Fund
2021	Plan & Design	2025	Hawk Island	Boardwalk Replacement Phase 2 with Fishing Pier	\$430,400	\$430,400	Land & Water Fund
2021	Plan & Design	2025	Burchfield Park	McNamara Landing Rental Cabins, Accessible Loop Trail	\$500,000	\$510,000	Land & Water Fund
2020	Construction	2023	Lake Lansing Boat Launch	Replace concrete boat ramp, new automatic gate, fencing and pavement repair	N/A	\$348,056.86	Ingham County Trails & Parks Millage
2019	Construction	2023	McNamara Landing	Parking Lot Upgrades	N/A	\$125,000	Ingham County Trails & Parks Millage
2022	Awaiting Project Agreement	2026	Lake Lansing North	Boardwalk Replacement	\$500,000	\$507,500	Land & Water Fund
2022	Awaiting Project Agreement	2026	Lake Lansing North	Connector to MSU to Lake Lansing Trail	\$300,000	\$315,000	Trust Fund
2022	Awaiting Project Agreement	2026	Hawk Island	Boardwalk Replacement Phase 3	\$300,000	\$362,600	Trust Fund
2023	Feasibility Study In Process	TBD	Holt to Mason Final Trail Connector	US 127 bridge and pedestrian separated linear trail	\$2,750,000	\$1,250,000	Federal: Congresswoman Slotkin's Community Project Funding



**TOTAL Awarded MDNR/Federal Grants: \$7,919,600**

**TOTAL Matching Millage Dollars: \$7,123,950**

# MARCH 20, 2023 HUMAN SERVICES AGENDA

## STAFF REVIEW SUMMARY

### ACTION ITEMS:

#### **The Deputy Controller is recommending approval of the following resolutions**

1. Parks Department – *Resolution to Authorize an Application for a Michigan Natural Resources Trust Fund Grant for Burchfield – Riverbend Natural Area*

This resolution authorizes the submission of a Trust Fund grant application for \$300,000 for park and accessibility improvements at Burchfield – Riverbend Natural Area.

2. Human Resources Department – *Resolution to Authorize and Approve a Reclassification of one Medical Director in the Health Department to the Position of Medical Health Officer*

This resolution authorizes and approves combining the position of Health Officer with the position of Medical Director, resulting in the reclassification of the Medical Director position to the position of Medical Health Officer, effective February 18, 2023.

3. Health Department

- a. *Resolution to Accept FY2023 Child and Adolescent Health Center Planning Funds*

This resolution accepts one-time planning funds from the Michigan Department of Health and Human Services (MDHHS) Child and Adolescent Health Center (CAHC) Program, effective March 1, 2023 through September 30, 2023 in an amount not to exceed of \$95,782. These funds will be used to complete planning activities necessary to launch a new CHC with East Lansing Public Schools (ELPS). CAHC programs currently exist at ICHD's Sexton, Eastern and Willow CHCs.

- b. *Resolution to Authorize an Agreement with Cameron Leadership Consulting, LLC*

This resolution authorizes an agreement with Cameron Leadership Consulting (CLC), LLC for public health leadership consulting services effective upon approval through June 30, 2023 in an amount not to exceed \$24,500. Ingham County Health Department (ICHHD) wishes to utilize \$24,500 of funding from the Michigan Department of Health and Human Services (MDHHS) FY 2022-2023 Emerging Threats agreement for these contractual services. Under this agreement, CLC will provide public health leadership training to approximately 30-40 ICHD employees.

- c. *Resolution to Authorize an Agreement with TCB Consulting, LLC*

This resolution authorizes a contract with TCB Consulting, LLC in an amount not to exceed \$12,450 effective January 30, 2023 through September 30, 2023. This agreement will support implicit bias training, "train the trainer" meetings, and a "Beyond Bias" curriculum. The contract will be fully paid for with funds from the Health Equity and Social Justice budget.

4. Fairgrounds

- a. *Resolution to Authorize a Contract with Du-All Cleaning Inc. for Cleaning Services at the Ingham County Fairgrounds*

This resolution authorizes a 3-year contract with Du-All Cleaning for cleaning services at the Ingham County Fairgrounds. The fee will be \$145 per cleaning of the Community Hall in year one, \$149 per cleaning in year two, and \$153 per cleaning in year three to be charged to Contractual Services 56176013 818000. The cost during Fair week will be \$11,664 during contract year one, \$11,880 in contract year two, and \$12,096 in contract year three to be charged to Contractual Services 56176014 818000.



b. *Resolution to Authorize a Contract with Noise New Media, LLC for Advertising Services for The Ingham County Fairgrounds*

This resolution authorizes a contract with Noise New Media, LLC for two years, effective the date of execution for advertising services for the Ingham County Fairgrounds. The fee for hiring Noise New Media, LLC is \$1 per online ticket sold with a guaranteed minimum fee of \$2,500. If the minimum is not met, there are sufficient funds in the 2023 budget for this contract.

**OTHER ITEMS:**

3. Fairgrounds

c. *Information on Fairgrounds Activities (Presentation)*

**TO:** Board of Commissioners Human Services & Finance Committees  
**FROM:** Tim Morgan, Parks Director  
**DATE:** March 7, 2023  
**SUBJECT:** Authorization to Reapply for a Michigan Natural Resources Trust Fund Grant for Burchfield – Riverbend Natural Area  
For the meeting agenda of March 20, 2023 Human Services and March 22, 2023 Finance

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### **BACKGROUND**

The Parks Department has identified a need for park and accessibility improvements at Burchfield – Riverbend Natural Area. The Parks Department did not receive funding for this project request in the 2020, 2021 or 2022 grant cycle. The Parks Department is requesting to reapply for the 2023 grant cycle.

This grant application includes the following as detailed in the attached documents:

- Remove existing stairs/dock leading down to Grand River and bridge over the Peppermint Creek
- New Bridge over Peppermint Creek
- New stairs and dock at Grand River
- New fishing pier
- New 6-feet wide path
- New ADA accessible parking spaces
- Amenities: recycled bench, recycled picnic table, ADA grill, and interpretive sign

### **ALTERNATIVES**

A public meeting was held on March 13, 2023 to allow citizens the opportunity to provide input for the proposed project. If funded, this project would be in line with the Parks Department 5-Year Master Plan for capital improvements that improve accessibility to site amenities and enhance the user experience. The Parks Department is seeking input and approval to move forward with grant application to secure additional funding for this project.

### **FINANCIAL IMPACT**

The Parks Department is requesting the Ingham County Board of Commissioners to authorize the use of \$100,000 additional matching funds from the Trails and Parks Millage fund balance for a local match, \$110,000 from previously committed funds for grants not awarded (Resolutions #20-562, #21-164, #22-107) and for a Michigan Natural Resources Trust Fund Grant generating \$300,000 for a total \$510,000 project cost.

Other funds, not grant eligible, will be required to complete the project including a topographical survey in the amount of \$10,000 included in the total local match of \$210,000. The topographical survey will be required to properly design the project with proper grading and layout of the proposed improvements.

Resolutions #20-562, #21-164, and #22-107 authorized \$110,000 total for this project previously. The parks are utilizing these funds to reapply to the Michigan Department of Natural Resources for the 2023 grant cycle. The Park Department did receive two other grants in 2022.

**STRATEGIC PLANNING IMPACT**

This resolution supports the overarching long-term objective of striving to make facilities and services user friendly, specifically Section A. 1(g) of the Action Plan - Work to improve accessibility for visitors of all ages and abilities.

**OTHER CONSIDERATIONS**

The Parks & Recreation Commission supported this resolution with the passage of a resolution at their March 13, 2023 meeting.

**RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution.

**PRELIMINARY ESTIMATE OF COST  
BURCHFIELD -BRIDGE / RIVERBEND IMPROVEMENTS  
INGHAM COUNTY, MI**

Trust Fund Grant	\$300,000.00
Trails & Parks Millage Match	\$200,000.00
<b>SUB TOTAL</b>	<b>\$500,000.00</b>

**Non-Grant Funded Expenses**

Topographical Survey	\$10,000.00
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<b>GRAND TOTAL FOR ENTIRE PROJECT</b>	<b>\$510,000.00</b>
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	<u>Grant Funds</u>	<u>Trails &amp; Parks Millage</u>	<u>Total Project Cost</u>
<u>TRUST FUND GRANT:</u>	\$300,000	\$200,000	\$500,000
Match Percentage:	(60%)	(40%)	
<u>OTHER COSTS:</u>			
Topographical Survey	\$0.00	\$10,000	\$10,000
<b>PROJECT TOTALS:</b>	<b>\$300,000</b>	<b>\$210,000</b>	<b>\$510,000</b>

**Local Match / Funding Sources:**

Ingham County T&P Grants:	\$110,000	<i>(20-562, 21-164, 22-107 - previously committed for grant)</i>
Ingham County T&P Millage:	\$100,000	<i>(additional required for match)</i>
	<b>\$210,000</b>	

**PRELIMINARY ESTIMATE OF COST  
BURCHFIELD -BRIDGE / RIVERBEND IMPROVEMENTS  
INGHAM COUNTY, MICHIGAN**

Item No.	Estimated Quantity	Unit	Description	Unit Price	Amount
1.	1	Lump Sum	Permits	\$5,000.00	\$5,000.00
2.	1	Lump Sum	Soil Erosion and Sedimentation Control	\$7,500.00	\$7,500.00
3.	1	Lump Sum	Site Preparation/Excavation/Rough Grading	\$10,700.00	\$10,700.00
4.	1	Lump Sum	Site Clearing	\$4,500.00	\$4,500.00
5.	500	Sq. Ft.	Remove Existing Bridge/Stairs	\$12.00	\$6,000.00
6.	480	Sq. Ft.	Peppermint Creek Bridge/Boardwalk	\$200.00	\$96,000.00
7.	300	Sq. Ft.	Stair replacement w/ ramp access & dock	\$200.00	\$60,000.00
8.	300	Sq. Ft.	ADA Fishing Pier	\$200.00	\$60,000.00
9.	360	Sq. Yd.	Heavy Rip-Rap	\$200.00	\$72,000.00
10.	1	Each	Recycled Picnic Table, ADA	\$2,500.00	\$2,500.00
11.	1	Each	Recycled Bench, ADA	\$2,200.00	\$2,200.00
12.	1	Each	Grill, ADA	\$2,000.00	\$2,000.00
13.	1	Each	Interpretive Sign	\$3,500.00	\$3,500.00
14.	16	Ton	Pave ADA Parking Spaces (3)	\$150.00	\$2,400.00
15.	84	Sq. Yd.	2" Crushed Limestone, C.I.P.	\$15.00	\$1,260.00
16.	1	Lump Sum	Signage & Striping	\$2,500.00	\$2,500.00
17.	2,500	Sq. Ft.	Concrete Path	\$15.00	\$37,500.00
18.	1	Lump Sum	Site Restoration & Cleanup	\$12,800.00	\$12,800.00
19.	1	Each	DNR Recognition Plaque	\$400.00	\$400.00
20.	1	Lump Sum	Construction Staking & Material Testing	Allowance	\$6,500.00
<b>SUBTOTAL</b>					<b>\$395,260.00</b>
<b>Contingency</b>					<b>\$39,540.00</b>
<b>Engineering (15%)</b>					<b>\$65,200.00</b>

**TOTAL PRELIMINARY ESTIMATE OF COST      \$500,000.00**



## BURCHFIELD PARK IMPROVEMENTS



*Ingham County Parks*  
<http://pk.ingham.org>

\* EXISTING UNIVERSALLY ACCESSIBLE CANOE/KAYAK LAUNCHES IN BURCHFIELD



NOT TO SCALE

DATE: 9/30/2021  
JOB # 126747SG2020

**Spicer**  
group  
[www.spicergroup.com](http://www.spicergroup.com)

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO AUTHORIZE AN APPLICATION FOR A MICHIGAN NATURAL RESOURCES TRUST FUND GRANT FOR BURCHFIELD – RIVERBEND NATURAL AREA**

WHEREAS, the Parks and Recreation Commission supports the resubmission of a grant application to the Michigan Natural Resources Trust Fund for park and accessibility improvements at Burchfield – Riverbend Natural Area; and

WHEREAS, the proposed application is supported by the Community's 5-Year Approved Parks and Recreation Plan to improve accessibility and expand facilities to meet the needs of the community; and

WHEREAS, the Michigan Department of Natural Resources is accepting grant applications for the 2023 grant cycle through April 1, 2023; and

WHEREAS, a public meeting was held on March 13, 2023 to allow citizens the opportunity to provide input for the proposed project; and

WHEREAS, the grant application requires a total financial commitment to the project in the amount \$210,000 for a local match; and

WHEREAS, Resolutions #20-562, #21-164, and #22-107 authorized \$110,000 for this project previously in line item 228-62800-967000-TR090; and

WHEREAS, an additional \$100,000 is needed for the local match from the Trails and Parks fund balance; and

WHEREAS, the parks are utilizing these funds to reapply to the Michigan Department of Natural Resources for the 2023 grant cycle.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners hereby authorizes the submission of a Trust Fund grant application for \$300,000 for park and accessibility improvements at Burchfield – Riverbend Natural Area, further resolves to make available its financial obligation amount of \$110,000, approved previously by Resolutions #20-562, #21-164, and #22-107, and authorizes an additional \$100,000 from the Trails and Parks Millage Fund Balance for a total of \$210,000.

## Agenda Item 2

**TO:** Board of Commissioners Human Services, County Services and Finance Committees  
**FROM:** Sue Graham, Human Resources Director  
**DATE:** March 6, 2023  
**SUBJECT:** Resolution to Authorize and Approve a Reclassification of one Medical Director in the Health Department to the Position of Medical Health Officer  
For the meeting agendas of March 20, 21 and 22

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### **BACKGROUND**

The Board of Commissioners appoints the Health Officer for the Health Department, with the concurrence of the Michigan Department of Health and Human Services Local Public Health Services. Linda Vail recently retired as Health Officer and, in Resolution #22-547, the Board of Commissioners appointed current Medical Director Adenike Shoyinka, M.D., as Health Officer with the approval of the Michigan Department of Health and Human Services Local Public Health Services.

Under PA 368 of 1978, Michigan law creates the position of Health Officer as the administrator of the Health Department. PA 368 of 1978 also provides for a medical health officer, where an individual who is qualified as a Medical Director may serve as both the Health Department administrator and a Medical Director. Dr. Adenike Shoyinka is qualified as a Medical Director. Accordingly, we are proposing to combine the position of Health Officer with one Medical Director position, resulting in the reclassification of one Medical Director position to the position of Medical Health Officer. This proposed reclassification has been evaluated by the Human Resources Department and we concur with this proposal.

### **ALTERNATIVES**

The Board of Commissioners could decline to approve the proposed reclassification and keep the two positions separate and distinct, resulting in the need to employ separate individuals for the two positions of Health Officer and Medical Director.

### **FINANCIAL IMPACT**

No additional funds are required to implement the proposed change.

### **STRATEGIC PLAN CONSIDERATIONS**

This resolution supports the long-term objective of human resources and staffing, specifically section F.1 of the Action Plan – Attract and retain exceptional employees who reflect the community they serve and who prioritize public service.

### **OTHER CONSIDERATIONS**

There are no other considerations.

### **RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution.



INGHAM COUNTY  
JOB DESCRIPTION

**MEDICAL HEALTH OFFICER**

**General Summary:**

Michigan law creates the position of Health Officer as the administrator of the Health Department. State law also provides for a Medical Health Officer, where an individual who is qualified as a Medical Director may serve as both the Health Department administrator and Medical Director. The Medical Health Officer is charged with the responsibility of taking action and making determinations necessary to protect the public health and prevent disease, provide medical direction for public health programs, and carrying out the legal functions of the Health Department. The Medical Health Officer is appointed by the Board of Commissioners, with the concurrence of the Director of the Michigan Department of Community Health and is responsible to them.

The Medical Health Officer must maintain effective relationships with state elected officials and their staffs, with the directors of several state departments and their staffs, with elected officials and their staffs in the several municipalities within Ingham County, and with leaders in the business, labor and medical communities. These relationships are necessary in order to carry out the legal responsibilities of the Medical Health Officer and the Board of Commissioners to protect and promote public health. These duties are implemented either by the direct provision of services by the local public health and community health operations of the Department, and through the influence of other agencies and individuals in the community.

**Essential Functions:**

1. Under PA 368 of 1978 the Medical Health Officer is a statutory position with significant responsibility. They are empowered to act independently, and significant statutory and legal responsibility and authority rests with the Medical Health Officer. With the state government located in Ingham County, the Medical Health Officer has some oversight/jurisdiction/advisory role to all three branches of state government as their operations are in Ingham County. The largest public university in the state of Michigan, Michigan State University, is also located in Ingham County and though governed independently, university operations also lie within the jurisdiction of the Medical Health Officer, requiring additional oversight and advisory functions based on statutory authority and responsibility.
2. This function provides senior leadership for health department operations as well as medical oversight for public health program operations, community health incidents, planning and policy, including holding responsibility for advising and guiding Board of Commissioners decisions related to population health and well-being. Also responsible for advising and guiding all county departments during community health incidents in order to ensure continuity of operations.
3. Public Health Practice and Policy Leadership: This function requires the leadership of the Medical Health Officer in development and execution of community wide policy development and often requires their direct participation in committees, task forces, and participation on other boards of directors. Essential boards/committees include the Michigan Association of Local Public Health, Michigan Association of Public Health and Preventive Medicine Physicians, Child Death Review, MACI, and the Capital Area Health Alliance.
4. This function also requires application of knowledge and experience to interpret federal, state and county rules, regulations and policy in order to continuously guide county leadership and health department staff.

5. Medical Oversight: Consults with provider and non-provider clinical staff and provides guidance to mid-level practitioners (Nurse Practitioners and Physicians Assistants). Establishes standards of care and maintains up to date practice guidance for public health clinics. Ensures ongoing compliance and quality improvement via oversight of utilization and risk management activities, medical records review, ensuring current protocols are based on local, state and federal guidelines are being followed, and assisting clinical managers with identification of training needs to continuously improve clinical practice. Participates in Continuing Medical Education activities and attends required conferences and meetings.
6. Internal Management and Operations: Oversees the budget and program development and monitoring, contract processing and monitoring and personnel management processes in the Department. Assures that quality assessment and assurance tools are in place. The Medical Health Officer partners with the County Community Health Center Board to provide leadership oversight to the public entity primary care network, the Ingham Community Health Centers.
7. Ingham County Administrative Relationships: The programs and services of the Health Department are ultimately overseen by the Board of Commissioners. The Medical Health Officer keeps the committees of the Board of Commissioners informed of the activities of the Health Department. The Health Department's budgets and contracts must be reconciled, and consistent with the County's personnel, budgeting and financial management systems and processes. They maintain close collaboration with the Board of Commissioners' Office and as well as with the Controller's Office and the several departments of the Controller's Office: e.g. budget, human resources, financial services, purchasing and properties and management information services.
8. External Relationships: The Medical Health Officer must apply leadership to inform and influence the values, policies and actions of other agencies, organizations and individuals. The Medical Health Officer serves as a liaison between public health and the medical community at all levels including collaboration with academic institutions to provide guidance and training to medical and public health students. They must maintain effective working relationships and partnerships with community business and labor leaders, elected officials at the local, state and national level, leaders in the health care community, directors and staff of several state departments, and with funding organizations, such as foundations.

#### Other Functions:

- ☐ Performs other duties as assigned.
- ☐ Must adhere to departmental standards in regard to HIPAA and other privacy issues.

During a public health emergency, the employee may be required to perform duties similar to but not limited to those in his/her job description.

*(An employee in this position may be called upon to do any or all of the above tasks. These examples do not include all of the tasks which the employee may be expected to perform.)*

#### Employment Qualifications:

**Education:** Graduation from an accredited school of medicine is required. License to practice medicine in the State of Michigan as MD or DO. Board Certification in Preventive Medicine or MPH/MSPH.

**Experience:** More than seven years of progressively more responsible or expansive experience in Public Health or a related field is required inclusive of not less than 2 years of full-time public health clinical practice.

### Other Requirements:

#### **Current DEA license.**

*(The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards, but as general guidelines that should be considered along with other job- related selection or promotional criteria.)*

### Physical Requirements:

- This position requires the ability to sit, stand, walk, traverse, climb, balance, twist, bend, stoop/crouch, squat, kneel, crawl, lift, carry, push, pull, reach, grasp, handle, pinch, type, endure repetitive movements of the wrists, hands or fingers.
- This position's physical requirements require periodic stamina in climbing, stooping/crouching, squatting, kneeling, crawling, pushing, pulling, and pinching
- This position's physical requirements require regular stamina in twisting, bending, lifting, carrying, grasping, and handling
- This position performs light work requiring the ability to exert 20 pounds or less of force in the physical requirements above.
- Ability to communicate and respond to co-worker and customer inquiries both in person and over the phone.
- Ability to operate a PC/laptop and to enter & retrieve information from a computer.
- Ability to handle varying and often high levels of stress.

*(This job requires the ability to perform the essential functions contained in this description. These include, but are not limited to, the requirements listed above. Reasonable accommodations will be made for otherwise qualified applicants unable to fulfill one or more of these requirements.)*

### Working Conditions:

- The work environment is a typical office setting where sensory experience includes uniform temperatures, conversational noise and everyday office activities.
- This position is exposed to communicable diseases, blood, other body fluids, etc.
- This position is exposed to individuals in crisis. These individuals may suffer from mental or emotional illness, have violent tendencies or be unconcerned with their personal safety and hygiene.
- Occasionally, travel to other sites is required and exposure to unusual elements such as inclement weather, smoke, unpleasant odors, loud noises and extreme temperatures.

*January 31, 2023*

*MC Grade I*

Introduced by the Human Services, County Services and Finance Committees of the:

INGHAM COUNTY BOARD OF COMMISSIONERS

**RESOLUTION TO AUTHORIZE AND APPROVE A RECLASSIFICATION OF ONE MEDICAL DIRECTOR IN THE HEALTH DEPARTMENT TO THE POSITION OF MEDICAL HEALTH OFFICER**

WHEREAS, the Board of Commissioners appoints the Health Officer for the Health Department, with the concurrence of the Michigan Department of Health and Human Services Local Public Health Services; and

WHEREAS, Linda Vail recently retired as Health Officer; and

WHEREAS, in Resolution #22-547, the Board of Commissioners appointed current Medical Director Adenike Shoyinka, M.D., as Health Officer; and

WHEREAS, the Michigan Department of Health and Human Services Local Public Health Services has approved the appointment of Adenike Shoyinka, M.D. as Health Officer; and

WHEREAS, under PA 368 of 1978, Michigan law creates the position of Health Officer as the administrator of the Health Department; and

WHEREAS, PA 368 of 1978 also provides for a medical health officer, where an individual who is qualified as a Medical Director may serve as both the Health Department administrator and a Medical Director; and

WHEREAS, Dr. Adenike Shoyinka is qualified as a Medical Director; and

WHEREAS, Dr. Adenike Shoyinka, as the Health Officer, has reviewed the structure of the Department and has proposed to combine the position of Health Officer with the position of one Medical Director, resulting in the reclassification of one Medical Director position to the position of Medical Health Officer; and

WHEREAS, the proposed reclassification has been evaluated by the Human Resources Department which concurs with the recommendations that are contained in this resolution; and

WHEREAS, the compensation for the Medical Director position is currently classified at the top grade, Grade G, of the 2023 Managerial & Confidential wage scale; and

WHEREAS, the reclassification of the Medical Director position to the position of Medical Health Officer results in the recommendation that the Medical Health Officer position be classified at Grade I, necessitating the addition of two grades to the top of the current 2023 Managerial & Confidential wage scale as follows:

MC H	O3H	\$111.62	\$116.83	\$122.28	\$127.99	\$134.01
		\$232,159.54	\$243,000.93	\$254,349.31	\$266,227.06	\$278,739.73
MC I	03I	\$122.78	\$128.51	\$134.51	\$140.79	\$147.41
		\$255,375.49	\$267,301.02	\$279,784.24	\$292,849.77	\$306,613.70

and

WHEREAS, no additional funds are required to implement the proposed change.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners hereby authorizes and approves combining the position of Health Officer with the position of one Medical Director, resulting in the reclassification of one Medical Director position to the position of Medical Health Officer, effective February 18, 2023.

BE IT FURTHER RESOLVED, that the Ingham County Board of Commissioners hereby authorizes and approves the addition of two grades, MC H and MC I, to the top of the current 2023 Managerial & Confidential wage scale.

BE IT FURTHER RESOLVED, that the Ingham County Board of Commissioners hereby appoints Dr. Adenike Shoyinka, M.D. to the position of Medical Health Officer with compensation set at MC Grade I, step 5, effective February 18, 2023.

## **PLAN OF ORGANIZATION**

### **INGHAM COUNTY HEALTH DEPARTMENT**

**March 2007**

The Ingham County Health Department exists as a unit of Ingham County government. The Department is one of many departments/offices/units which operate under the direction of the Ingham County Board of Commissioners. There are sixteen Ingham County Commissioners who are elected for two year terms. The Board of Commissioners appoints the Health Officer to serve as the Director of the Health Department and establishes through its annual budget process the personnel and other resources available to the Health Department to carry out its statutory mission and any other duties assigned by the Board of Commissioners.

The Board of Commissioners has established a number of administrative policies/procedures and rules for the operation of all county departments. These include the operation of the personnel functions and the financial management functions (budgeting, general ledger, purchasing, etc.). These functions are overseen by the County Controller, who is appointed by the Board of Commissioners as the County's Chief Administrative Officer. The Health Department is bound by these policies/procedures and rules and utilizes the resources of the Controller's Office to implement all such functions (that is, Human Resources Department, Financial Services Department, Purchasing Department, Budget Office, and MIS Department, etc.).

Through its administrative processes, the Board of Commissioners negotiates agreements with several collective bargaining units and establishes a compensation plan for managers and confidential employees. Through these mechanisms, the job titles, classifications, wages, and other terms of employment are established for all positions in the Health Department. The Board of Commissioners charges the Controller, and through him, the Human Resources Director with the responsibility of implementing the collective bargaining agreements and the managerial compensation plan. The Health Officer utilizes these documents to employ and direct the staff of the Health Department.

The Board of Commissioners appoints the Ingham County Board of Health. The Board of Health serves as an advisory body, assisting the Health Department staff and the Board of Commissioners.

The Board of Commissioners appoints the Ingham Community Health Center Board. The Community Health Center Board oversees the operation of the network of community health centers operated by the Health Department.

Board of Commissioners/Board of Health/Community Health Center Board/Administrative Staff - 2007

Ingham County Board of Commissioners

Marc Thomas, Chairperson  
Dianne Holman, Vice-Chairperson  
Mike Severino, Vice-Chairperson Pro Tem

Victor G. Celentino	District No. 1	Curtis Hertel, Jr.	District No. 9
Debbie De Leon	District No. 2	Mark Grebner	District No. 10
Tina Weatherwax-Grant	District No. 3	Dianne Holman	District No. 11
Rebecca Bahar-Cook	District No. 4	Deb Nolan	District No. 12
Andy Schor	District No. 5	Randy Schafer	District No. 13
Dale Copedge	District No. 6	Steve Dougan	District No. 14
Todd Tennis	District No. 7	Michael Severino	District No. 15
Marc Thomas	District No. 8	Timothy Soule	District No. 16

Human Services Committee (Board of Commissioners)

Curtis Hertel, Jr., Chairperson,  
Mark Grebner, Rebecca Bahar-Cook, Andy Schor, Todd Tennis, Michael Severino

Ingham County Board of Health

George Rowan, Chairperson  
Martha Adams, Jacqueline Day, Patricia Hepp, Mark Kieselbach, June Morse, Maurice Reizen, M.D., Saturnino Rodriguez, Barry Saltman, M.D., Beth Spyke

Health Department Administrative Staff

Dean G. Sienko, M.D., M.S., Medical Health Officer/Chief Medical Examiner  
Jaeson Fournier, D.C., M.P.H., Deputy Health Officer for Community Health Services  
Laura Peterson, M.A., Deputy Health Officer for Health Plan Management Services  
Vacant, Deputy Health Officer for Nursing Services and Special Programs  
Vacant, Assistant Deputy Health Officer  
Melany Mack, Director, Planning and Special Services  
James Wilson, R.S., M.S., Director of Environmental Health  
John Jacobs, C.P.A., Chief Financial Officer  
Anita Turner, R.N., M.A., Director of Nursing  
Judy Williams, B.S.N., M.P.A., Director of Communicable Disease Control

Ingham Community Health Center Board

Margaret Beall, Willie Davis, Patricia Farrel, Angie Garza, Curtis Hertel, Jr., Lonnie Johnson, Anne Smiley, Sara Steele, Robin Turner

## **Health Department Mandate**

The Constitution of the State of Michigan includes the following declaration:

"The public health and general welfare of the people of the State are hereby declared to be matters of primary public concern. The Legislature shall pass suitable laws for the protection and promotion of public health."

In 1978, the Public Health Code was passed by the Legislature and signed by the Governor. The "Code" establishes a State/Local system to carry out the responsibility to protect and promote public health.

The Code establishes the Michigan Department of Public Health with the responsibility to:

". . .continually and diligently endeavor to prevent disease, prolong life, and promote the public health through organized programs, including prevention and control of environmental health hazards; prevention and control of diseases; prevention and control of health problems of particularly vulnerable population groups; development of health care facilities and health services delivery systems; and regulation of health care facilities and health services delivery systems to the extent provided by law."

The Michigan Department of Public Health is charged in the Public Health Code to:

". . .promote an adequate and appropriate system of local health services throughout the state."

The Public Health Code requires every county to provide for a local health department. County Boards of Commissioners are required to organize county or district health departments.

The Public Health Code charges the local health departments with the same basic responsibilities as are given to the State:

"A local health department shall continually and diligently endeavor to prevent disease, prolong life and promote the public health through organized programs, including prevention and control of environmental health hazards, prevention and control of disease; prevention and control of health problems of particularly vulnerable population groups; development of health care facilities and health services delivery systems; and regulation of health care facilities and health care delivery systems to the extent provided by law."

The Ingham County Board of Commissioners has responded to this mandate by establishing the Ingham County Health Department as a Department of Ingham County Government. Each year, through the County budget process and through contracts established with the State, the Board of Commissioners determines which programs and services will be established and maintained to respond to the legal requirements to promote and protect the public health of the citizens of Ingham County.

## **Chain of Command**

The Health Officer is appointed by the Board of Commissioners with the concurrence of the Director of the Michigan Department of Community Health. The Health Officer acts as the chief administrative officer and must "Have powers necessary or appropriate to perform the duties and exercise the powers given by law to the local health officer and which are not otherwise prohibited by law." The most serious of these powers relate to the declaration of "imminent danger to health or lives" which could lead to orders to restrain a condition, practice or person, and the issuance of emergency orders and procedures to include involuntary detention and treatment of persons in the event of an epidemic.



To assure that a proper representative of the Health Department is always available to exercise the power and duties of the Health Officer, the following Chain of Command is established in the Health Department and through the adoption of this Plan of Organization supported by the Ingham County Board of Commissioners and by the Director of the Michigan Department of Community Health.

In the event that Dean Sienko cannot be reached, or is absent from Ingham County, and there is a need to act with the authority of the Health Officer, the following chain of command shall be in effect:

1. Laura Peterson, M.A., Deputy Health Officer for Health Plan Management
2. Jaeson Fournier, Deputy Health Officer for Community Health Services
3. Deputy Health Officer for Nursing Services and Special Programs (new position)

In the event that the chain of command is activated, there will be no official Acting Health Officer. However, the above list identifies the person authorized to act with the authority vested in the Health Officer via statute, rule or policy.

**(SEE NEXT PAGE FOR ORGANIZATION CHART.)**

## **Organizational Structure**

The Health Department (as shown in the Table of Organization) is organized into three major divisions each headed by a Deputy Health Officer. These direct service units are supported by the Director's Office and the Financial Services Unit.

Dean Sienko, M.D., M.S. has served as the Department's Medical Director since 1988 and was recently appointed Health Officer, effective February 2007. Dr. Sienko has served as Ingham County's Chief Medical Examiner since 1989. In all of these capacities, he serves at the pleasure of the Ingham County Board of Commissioners.

Three other physicians provide a combined 1.0 FTE in administrative support to the Health Department's operations. Sugandha Lowhim, M.D., M.P.H. serves as the Department's Chief Deputy Medical Director. Dr. Lowhim is a full-time county employee; she serves half-time in administrative public health and half-time as an internal medicine physician in the Health Department's clinics. Dennis Jurczak, M.D., serves as a Deputy Medical Director and Chief Deputy Medical Examiner; Dr. Jurczak is a part-time contractual employee who works approximately 10 hours per week. Bonta Hiscoe, M.D. is also a Deputy Medical Director and part-time contractual employee who works approximately 10 hours per week.

Jaeson Fournier, D.C., M.P.H., serves as the Deputy Health Officer for Community Health Care Services. His work area is the largest in the Health Department, with an annual budget of about \$15 million and approximately 150 employees. The Clinical Services unit operates a network of Federally-Qualified Community Health Centers (FQHCs) serving people who are eligible for Medicaid; people who do not have health insurance; or people who are enrolled in the Ingham Health Plan, the Medical Access Plan or another health benefit program coordinated by the Department. This unit also houses some categorically funded programs such as family planning. Because of his leadership role for both the Health Department and our FQHCs, Dr. Fournier is jointly appointed by the Health Officer and the Community Health Center Board; he provides staff support for the Community Health Center Board. Recently, this unit took over responsibility for inmate medical services at the Ingham County Jail. Dr. Fournier reports to the Health Officer.

Laura Peterson, M.A. serves as the Deputy Health Officer for Health Plan Management (HPM). This unit operates services to provide outreach to the low-income, at-risk community and to work with this community to find health insurance or a health care benefits program. The HPM unit serves as staff to the Ingham Health Plan Corporation, and 17 County Health Plans in 53 counties in Michigan through its participation with the Ingham Health Plan. Overall the HPM unit provides the administrative services for health plans that have enrolled more than 28,000 previously uninsured persons into health coverage plans that provide primary care, specialty care physician services, a pharmacy benefit, laboratory services and radiology services. The HPM unit also operates the pharmacy programs for seven health plans, providing a discounted price for prescription drugs to uninsured persons and those whose health insurance does not provide pharmacy coverage. The Breast and Cervical Cancer Control Program (BCCCCP) is located within this unit.

Laura Peterson will also supervise our Environmental Health (EH) and Public Health Preparedness units. The Environmental Health (EH) unit directs the Department's programs to prevent and control environmental hazards; it is managed by Jim Wilson, R.S., M.S. The EH unit operates three program areas: Planned Programs (which includes the food service sanitation program), Demand Program (including the water supply services and on-site sewage programs) and the Special Projects unit which includes the planning for solid waste management, environmental toxicology, lead and radon services. The Public Health Preparedness Unit was created to provide leadership within the Health Department and coordination with emergency management and medical care preparedness in the community. Sue McIntosh, M.S., R.S. is the Emergency Preparedness Coordinator.

The third major division of the Health Department will be headed by our Deputy Health Officer for Nursing Services. This unit contains the following programmatic areas: Public Health Nursing, Disease Control, Immunizations, and Planning and Special Services. Virtually all pure public health nursing responsibilities are located within this unit; these responsibilities include home visits, outbreak control, infant mortality prevention, lead poisoning prevention and the hearing and vision program. Key leaders in this area include Anita Turner, R.N., M.A., Judy Williams, B.S.N., M.P.A., and Joy Maloney, R.N.

The Planning and Special Services unit, supervised by Melany Mack, M.S.W., is also located here. This unit conducts our community health assessment and health promotion, Food Bank, and tobacco cessation and control functions. Much of the effort of this unit is directed at engaging the community in learning experiences about the status of health and the causes of disease and disability with an outcome of community planning to improve health status. This Bureau represents the Department's effort to extend beyond direct services and to engage the entire community in learning, strategy development and actions to improve the quality of life. The Deputy Health Officer for Nursing Services will report to the Health Officer.

The Financial Services Unit is managed by John Jacobs, C.P.A. This unit is responsible for operating the financial aspects of the Health Department within the guidance of county policies/procedures and rules and consistent with contractual grant requirements. The Financial Services Unit provides Health Department managers with financial reports necessary to efficiently operate the Department. This unit also coordinates the internal telephone and computer support system, maintaining liaison with the County MIS Department. Mr. Jacobs reports to the Health Officer.

### **Local Public Health Operations (LPHO)**

Annually, the appropriations bill for the Michigan Department of Community Health establishes funding for a set of public health services which are supported through a Local Public Health Operations (LPHO) line item. In State Fiscal Year 2007, \$1,426,785 of that funding is allocated to support Ingham County services. The County is required to describe how those services will be delivered. The following statements serve as the LPHO plan for 2007:

- Immunizations – Ingham County operates a full-time Immunization Clinic in the Human Services Building and offers childhood and adult immunizations through all of the outlying community health centers. The Immunization Program operates under the supervision of the Director of Communicable Disease Control. The Director of Communicable Disease Control reports administratively to the Deputy Health Officer for Nursing Services; he/she works directly with the Medical Director or Chief Deputy Medical Director on all medical matters.
- Sexually Transmitted Disease – Ingham County operates a full-time Sexually Transmitted Infection (STI) Clinic in the Human Services Building and provides for STI diagnosis and treatment through all of its community health centers. The dedicated STI Clinic in the Human Services Building operates within the Adult Health Clinic. The STI Program is supervised by the Deputy Health Officer for Community Health Services; medical matters are brought to the attention of the Medical Director or Chief Deputy Medical Director.
- Infectious Disease – Ingham County operates a Communicable Disease Control Office. This Office is supervised by the Disease Control Supervisor who reports to Deputy Health Officer for Nursing Services on administrative matters. The Medical Director or Chief Deputy Medical Director supervise all medical matters. The Office is staffed with full-time Disease Control Nurses and support staff.

- Hearing Screening – Ingham County operates a Hearing Screening Program within the Public Health Nursing Unit. The Unit employs trained Hearing Technicians who conduct the screenings at all Ingham County schools and child care facilities. The Program is supervised by the Public Health Nursing Director who reports to the Deputy Health Officer for Nursing Services.
- Vision Screening – Ingham County operates a Vision Screening Program within the Public Health Nursing Unit. The Unit employs trained Vision Technicians who conduct the screenings at all Ingham County schools and child care facilities. The Program is supervised by the Public Health Nursing Director who reports to the Deputy Health Officer for Nursing Services.
- Food Protection – Ingham County operates a Food Sanitation Program within the Bureau of Environmental Health. The Bureau utilizes Registered Sanitarians with specific training in food service sanitation to implement the plan review, education, inspection, enforcement and outbreak investigation functions of the Program. The Program operates within the Planned Program Unit of the Bureau. It operates under the direct supervision of the Planned Program Supervisor who reports to the Environmental Health Director. The EH Director reports to the Deputy Health Officer for Health Plan Management.
- Private and Public Water Supply – Ingham County operates a Drinking Water Program within the Bureau of Environmental Health. The Bureau utilizes Registered Sanitarians to implement the Program. The Program operates within the Demand Services Unit of the Bureau, under the direct supervision of the Demand Services Supervisor, who reports to the Environmental Health Director. The EH Director reports to the Deputy Health Officer for Health Plan Management.
- On-site Sewage Management – Ingham County operates an On-site Sewage Program within the Bureau of Environmental Health. The Bureau utilizes Registered Sanitarians to implement the Program. The Program operates within the Demand Services Unit of the Bureau, under the direct supervision of the Demand Services Supervisor, who reports to the Environmental Health Director. The EH Director reports to the Deputy Health Officer for Health Plan Management.

**TO:** Board of Commissioners Human Services and Finance Committee  
**FROM:** Adenike Shoyinka, MD MPH, Medical Health Officer  
**DATE:** February 28, 2023  
**SUBJECT:** Authorization to Accept 2023 Child and Adolescence Health Center Planning Funds  
For the meeting agendas of March 20, and March 22, 2023

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**BACKGROUND**

Ingham County Health Department's (ICHD) Community Health Centers (CHCs) wish to accept one-time planning funds from the Michigan Department of Health and Human Services (MDHHS) Child and Adolescent Health Center (CAHC) Program, effective March 1, 2023 through September 30, 2023 in an amount not to exceed of \$95,782. These funds will be used to complete planning activities necessary to launch a new CHC with East Lansing Public Schools (ELPS). CAHC programs currently exist at ICHD's Sexton, Eastern and Willow CHCs.

**ALTERNATIVES**

Choosing not to accept these funds would forfeit critical health care to be provided within Ingham County's East Lansing School District.

**FINANCIAL IMPACT**

The one-time financial impact will be a total of \$95,782 in accepted funds.

**STRATEGIC PLANNING IMPACT**

This resolution supports the overarching long-term objective of promoting accessible healthcare, specifically section A.1 (e) of the Action Plan – Expand access to healthcare for county residents, with an emphasis on the uninsured and underinsured.

**OTHER CONSIDERATIONS**

There are no other considerations.

**RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of accepting funding from the Michigan Department of Health and Human Services (MDHHS) Child and Adolescent Health Center (CAHC) Program, effective March 1, 2023 through September 30, 2023 in an amount not to exceed \$95,782.

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO ACCEPT FY2023 CHILD AND ADOLESCENT HEALTH CENTER  
PLANNING FUNDS**

WHEREAS, Ingham County Health Department's (ICHHD) Community Health Centers (CHCs) wish to accept one-time planning funds from the Michigan Department of Health and Human Services (MDHHS) Child and Adolescent Health Center (CAHC) Program, effective March 1, 2023 through September 30, 2023 in an amount not to exceed of \$95,782; and

WHEREAS, these funds will be used to complete planning activities necessary to launch a new health center with East Lansing Public Schools (ELPS); and

WHEREAS, CAHC programs currently exist at ICHD's Sexton, Eastern, and Willow CHCs; and

WHEREAS, the one-time financial impact will be \$95,782; and

WHEREAS, the Ingham Community Health Centers Board of Directors and the Medical Health Officer recommend that the Ingham County Board of Commissioners authorize accepting one-time planning funds from the MDHHS CAHC Program, effective March 1, 2023 through September 30, 2023 in an amount not to exceed \$95,782.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners hereby authorizes the acceptance of one-time planning funds from the MDHHS CAHC Program, effective March 1, 2023 through September 30, 2023 in an amount not to exceed \$95,782.

BE IT FURTHER RESOLVED, that the Controller/Administrator is authorized to make any necessary budget adjustments consistent with this resolution.

BE IT FURTHER RESOLVED, that the Chairperson of the Board of Commissioners is hereby authorized to sign the necessary contract documents on behalf of the county after approval as to form by the County Attorney.

**TO:** Board of Commissioners Human Services and Finance Committees  
**FROM:** Adenike Shoyinka, MD MPH, Medical Health Officer  
**DATE:** February 28, 2023  
**SUBJECT:** Authorization for an Agreement with Cameron Leadership Consulting, LLC  
For the meeting agenda of March 20, and March 22, 2023

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**BACKGROUND**

Ingham County Health Department (ICHD) wishes to enter into an agreement with Cameron Leadership Consulting (CLC), LLC for public health leadership consulting services effective upon approval through June 30, 2023 in an amount not to exceed \$24,500. ICHD wishes to utilize \$24,500 of funding from the Michigan Department of Health and Human Services (MDHHS) FY 2022-2023 Emerging Threats agreement for these contractual services. MDHHS awarded ICHD \$179,751 through the FY 2022/2023 Emerging Threats agreement, with intentions that the funding would be utilized for workforce development efforts. Under this agreement, CLC will provide public health leadership training to approximately 30-40 ICHD employees. These services will be provided to aspiring ICHD leaders, new ICHD leaders, and experienced ICHD leaders to provide well-rounded leadership development training for employees in different operating capacities. This agreement was deemed necessary by ICHD's Workforce Development Committee in order to advance the development of the health department's workforce.

**ALTERNATIVES**

Refusing to contract consulting services would result in a loss of capacity to address leadership development, an area of high priority deemed critical by ICHD's Workforce Development Committee.

**FINANCIAL IMPACT**

ICHD will utilize \$24,500 from the MDHHS Emerging Threats grant funding for these contracted consulting services. No additional utilization of funding is required or proposed.

**STRATEGIC PLANNING IMPACT**

This resolution supports Goal F. Human Resources and Staffing: Support employee professional development; Attract and retain employees who value public service; regularly solicit employee feedback and suggestions for workflow improvements.

**OTHER CONSIDERATIONS**

There are no other considerations.

**RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution to approve entering into an agreement with Cameron Leadership Consulting, LLC effective upon approval through June 30, 2023 in an amount not to exceed \$24,500.

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO AUTHORIZE AN AGREEMENT WITH  
CAMERON LEADERSHIP CONSULTING, LLC**

WHEREAS, Ingham County Health Department (ICHD) wishes to enter into an agreement with Cameron Leadership Consulting (CLC), LLC for public health leadership consulting services effective upon approval through June 30, 2023 in an amount not to exceed \$24,500; and

WHEREAS, ICHD wishes to utilize \$24,500 of funding from the Michigan Department of Health and Human Services (MDHHS) FY 2022-2023 Emerging Threats agreement for these contractual services; and

WHEREAS, MDHHS awarded ICHD \$179,751 through the FY 2022/2023 Emerging Threats agreement, with intentions that the funding would be utilized for workforce development efforts; and

WHEREAS, under this agreement, CLC will provide public health leadership training to approximately 30-40 ICHD employees; and

WHEREAS, these services will be provided to aspiring ICHD leaders, new ICHD leaders, and experienced ICHD leaders to provide well-rounded leadership development training for employees in different operating capacities; and

WHEREAS, this agreement was deemed necessary by ICHD's Workforce Development Committee in order to advance the development of the health department's workforce; and

WHEREAS, no additional utilization of funding is required or proposed; and

WHEREAS, the Medical Health Officer recommends that the Ingham County Board of Commissioners authorize entering into an agreement for contractual services with CLC, LLC for leadership development in an amount not to exceed \$24,500, effective upon approval through June 30, 2023.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners authorizes entering into an agreement for contractual services with CLC, LLC for leadership development in an amount not to exceed \$24,500, effective upon approval through June 30, 2023.

BE IT FURTHER RESOLVED, that the Board Chairperson is authorized to sign any contracts for the provision of contractual services, after review by the county attorney.



**TO:** Board of Commissioner's Human Services and Finance Committees  
**FROM:** Adenike Shoyinka, MD, MPH, Medical Health Officer  
**DATE:** March 7, 2023  
**SUBJECT:** Authorization to enter into an agreement with TCB Consulting, LLC  
For the meeting agendas of March 20, and March 22, 2023

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**BACKGROUND**

Ingham County Health Department (ICHD) wishes to enter into contract with TCB Consulting, LLC in an amount not to exceed \$12,450 effective January 30, 2023 through September 30, 2023. This agreement will support implicit bias training, "train the trainer" meetings, and a "Beyond Bias" curriculum. All professions licensed or registered under the Michigan Public Health Code, except for veterinary medicine, are required to take implicit bias training effective June 2022, per the State of Michigan's Licensing and Regulatory Affairs (LARA). ICHD employs approximately 150 licensed staff currently required to take implicit bias training. ICHD deems that professional development in health equity and social justice by all staff is beneficial to our mission. ICHD's mission includes delivering services "by an ethical, well-trained workforce, comprised of public servants in the most effective and collaborative way possible." Prior to the COVID-19 pandemic, ICHD had established a strong tradition of offering robust Health Equity and Social Justice Workshops and facilitated discussions, for both staff and the community.

**ALTERNATIVES**

ICHD staff could independently seek implicit bias training, and other Health Equity and Social Justice trainings could be sourced externally. However, TCB Consulting LLC understands ICHD, and understands Ingham County through previous work with the County's Diversity, Equity and Inclusion Director, Safe Space Advocates, and Ingham's Health Equity Council. TCB Consulting LLC has the tools and expertise to work with the HESJ Coordinator to develop implicit bias training, "train the trainer" meetings, and a "Beyond Bias" curriculum.

**FINANCIAL IMPACT**

The contract will be fully paid for with funds from the HESJ budget.

**STRATEGIC PLANNING IMPACT**

This resolution supports the overarching long-term objective of promoting accessible healthcare, specifically section A.1(e) of the Action Plan – Expand access to healthcare for county residents, with an emphasis on the uninsured and underinsured.

**OTHER CONSIDERATIONS**

There are no other considerations.

**RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution to authorize entering into an agreement with TCB Consulting, LLC in an amount not to exceed \$12,450 effective January 30, 2023 through September 30, 2023.

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO AUTHORIZE AN AGREEMENT WITH TCB CONSULTING, LLC**

WHEREAS, Ingham County Health Department (ICHD) wishes to enter into contract with TCB Consulting, LLC in an amount not to exceed \$12,450 effective January 30, 2023 through September 30, 2023; and

WHEREAS, this agreement will support implicit bias training, “train the trainer” meetings, and a “Beyond Bias” curriculum; and

WHEREAS, all professions licensed or registered under the Michigan Public Health Code, except for veterinary medicine, are required to take implicit bias training effective June 2022, per the State of Michigan’s Licensing and Regulatory Affairs (LARA); and

WHEREAS, ICHD employs approximately 150 licensed staff currently required to take implicit bias training; and

WHEREAS, ICHD deems that professional development in health equity and social justice by all staff is beneficial to our mission; and

WHEREAS, ICHD’s mission includes delivering services “by an ethical, well-trained workforce, comprised of public servants in the most effective and collaborative way possible;” and

WHEREAS, prior to the COVID-19 pandemic, ICHD had established a strong tradition of offering robust Health Equity and Social Justice (HESJ) Workshops and facilitated discussions for both staff and the community; and

WHEREAS, this contract will be fully paid for with funds from the HESJ Budget; and

WHEREAS, TCB Consulting LLC understands ICHD, and understands Ingham County, through previous work with the County’s Diversity, Equity and Inclusion Director, Safe Space Advocates, and Ingham’s Health Equity Council; and

WHEREAS, TCB Consulting LLC has the tools and expertise to work with the HESJ Coordinator to develop implicit bias training, “train the trainer” meetings, and a “Beyond Bias” curriculum; and

WHEREAS, the Medical Health Officer recommends that the Ingham County Board of Commissioners authorize entering into an agreement with TCB Consulting, LLC in an amount not to exceed \$12,450 effective January 30, 2023 through September 30, 2023.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners authorizes entering into an agreement with TCB Consulting, LLC in an amount not to exceed \$12,450 effective January 30, 2023 through September 30, 2023.

BE IT FURTHER RESOLVED, that the Chairperson of the Ingham County Board of Commissioners is authorized to sign any necessary contract agreement on behalf of the county upon approval as to form by the County Attorney.

## **Agenda Item 4a**

**TO:** Board of Commissioners Human Services and Finance Committees  
**FROM:** Lindsey McKeever, Fairgrounds Events Director  
**DATE:** March 7, 2023  
**SUBJECT:** Resolution to Authorize a Contract with Du-All Cleaning, Inc. for Cleaning Services at the Ingham County Fairgrounds

### **BACKGROUND**

The Ingham County Fairgrounds hosts events at the Terry J. Brail Community Hall year round and the banquet hall and bathrooms require cleaning after each rental. During Fair week, tens of thousands of people use the restroom facilities throughout the Fairgrounds and they require constant cleaning and sanitizing. The purchasing department sought proposals from experienced vendors to provide professional cleaning services at the Fairgrounds for the Community Hall and the various restrooms on the grounds during Fair week and one vendor responded, Du-All Cleaning Inc. The Fair Board voted to accept the response to the proposal and contract with Du-All Cleaning Services, Inc to provide the cleaning services.

### **ALTERNATIVES**

The Fairgrounds staff does not have time to maintain the cleanliness of the Community Hall multiple times a week and on the weekends, nor the time to maintain the cleanliness of the bathrooms during Fair week. The alternative is to require overtime to clean the Community Hall and provide an unsatisfactory experience for guests during the Fair.

### **FINANCIAL IMPACT**

The fee will be \$145 per cleaning of the Community Hall in year one, \$149 per cleaning in year two and \$153 per cleaning in year three to be charged to Contractual Services 56176013 818000. The cost during Fair week will be \$11,664 during contract year one, \$11,880 in contract year two and \$12,096 in contract year three to be charged to Contractual Services 56176014 818000.

### **STRATEGIC PLANNING IMPACT**

This resolution supports the long term objective providing recreational opportunities.

### **OTHER CONSIDERATIONS**

There are no other considerations at this time.

### **RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution.

## Agenda Item 4a

TO: Lindsey McKeever, Fairgrounds Events Director

FROM: James Hudgins, Director of Purchasing

DATE: December 19, 2022

RE: Memorandum of Performance for RFP No. 187-22: Cleaning Services for the Ingham County Fairgrounds

Per your request, the Purchasing Department sought proposals from experienced vendors for providing professional cleaning services for a period of three (3) years at the Ingham County Fairgrounds during the annual Fair; plus, portions of the Community Hall on an as-needed basis.

Community Hall cleaning includes, but is not limited to, vacuuming, mopping, cleaning the counter tops and kitchen, and cleaning and stocking the two (2) bathrooms.

Fair Cleaning includes, but is not limited to, washing sink basins and faucets, cleaning glass and mirrors, cleaning and sanitizing door handles, bay changing table, removing trash, replacing trash liners, stocking soap dispensers, toilet paper, seat covers, and paper towels, cleaning toilets and urinals inside and out, sweeping, mopping floors, and posting wet floor signs as needed to keep bathrooms looking sanitized and fresh.

The Purchasing Department can confirm the following:

Function	Overall Number of Vendors	Number of Local Vendors
Vendors invited to propose	55	22
Vendors responding	1	0

A summary of the vendors' costs is located on the next page.

*You are now ready to complete the final steps in the process: 1) evaluate the submissions based on the criteria established in the RFP; 2) confirm funds are available; 3) submit your recommendation of award along with your evaluation to the Purchasing Department; 4) write a memo of explanation; and, 5) prepare and submit a resolution for Board approval.*

*This Memorandum is to be included with your memo and resolution submission to the Resolutions Group as acknowledgement of the Purchasing Department's participation in the purchasing process.*

*If I can be of further assistance, please do not hesitate to contact me by e-mail at [jhudgins@ingham.org](mailto:jhudgins@ingham.org) or by phone at 676-7309.*

SUMMARY OF VENDORS' COSTS

Vendor Name	Local Preference	Year 1		Year 2		Year 3	
		Cost for Providing Cleaning Services for the Six(6) Bathrooms during the Fair	Cost for Cleaning the Community Hall (as-needed)	Cost for Providing Cleaning Services for the Six (6) Bathrooms during the Fair	Cost for Cleaning the Community Hall (as-needed)	Cost for Providing Cleaning Services for the Six (6) Bathrooms during the Fair	Cost for Cleaning the Community Hall (as-needed)
Du-All Cleaning Inc.	No, Sterling Heights MI	\$11,664.00	\$145.00	\$11,880.00	\$149.00	\$12,096.00	\$153.00

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO AUTHORIZE A CONTRACT WITH DU-ALL CLEANING INC. FOR  
CLEANING SERVICES AT THE INGHAM COUNTY FAIRGROUNDS**

WHEREAS, the Ingham County Fairgrounds hosts multiple events annually in support of the Ingham County Board of Commissioners strategic goals to provide recreational activities offered to the community; and

WHEREAS, the office staff and fair board members are no longer capable of continuing to concurrently clean the Community Hall and maintain the level of service to the events on the grounds; and

WHEREAS, the Community Hall rentals are tied to the Fair Board's long-range strategic plan to ensure the diversification of the Fair's off-season revenue stream and it is highly important to ensure that the facility is clean and presentable prior to events booked in the Community Hall; and

WHEREAS, after careful review of the bids, the Fairgrounds Events Director and Fair Board both concur that a contract be awarded to Du-All Cleaning Inc. who submitted the most qualified bid in the amount of \$145 per cleaning for as-needed cleaning services in contract year one, \$149 in contract year two, and \$153 in contract year three at the Ingham County Fair Community Hall; and

WHEREAS, the funds for this contract have been budgeted and approved in the 2023 operation budget account numbers account 56176013-818000; and

WHEREAS, it is also necessary to hire a contractor to complete the cleaning and disinfecting of the various restrooms on the Fairgrounds during Fair week; and

WHEREAS, after careful review of the bids, the Fairgrounds Events Director and the Fair Board both concur that the contract be awarded to Du-All Cleaning Inc. who submitted the most qualified bid in the amount of \$11,664 in contract year one, \$11,880 in contract year two, and \$12,096 in contract year three to maintain the cleanliness of the six restrooms on the grounds during Fair Week; and

WHEREAS, the funds for this contract have been budgeted and approved in the 2023 operation budget account numbers account 56176014-818000.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners hereby authorizes the awarding of a contract to Du-All Cleaning Inc. for three years effective the date of execution for as needed cleaning services of at the Community Hall and for Fair Week.

BE IT FURTHER RESOLVED, the fee will be \$145 per cleaning of the Community Hall in year one, \$149 per cleaning in year two and \$153 per cleaning in year three.

BE IT FURTHER RESOLVED, the cost during Fair week will be \$11,664 during contract year one, \$11,880 in contract year two and \$12,096 in contract year three.

BE IT FURTHER RESOLVED, that the Ingham County Board of Commissioners authorizes the Board Chairperson to sign any necessary contract documents that are consistent with this resolution and approved as to form by the County Attorney.



## **Agenda Item 4b**

**TO:** Board of Commissioners Human Services and Finance Committees  
**FROM:** Lindsey McKeever, Fairgrounds Events Director  
**DATE:** March 7, 2023  
**SUBJECT:** Resolution to Authorize a Contract with Noise New Media, LLC for Advertising Services for the Ingham County Fairgrounds

### **BACKGROUND**

The Ingham County Fairgrounds hosts Jack O' Lanterns Unleashed in October. Jack O' Lanterns Unleashed is a family friendly Halloween event that attracts thousands of visitors to the Fairgrounds. In order for the event to grow, new advertising initiatives need to be implemented. Noise New Media, LLC is an advertising company that specializes in digital advertising for special events and works with Fairgrounds all over the United States. Noise New Media, LLC will create a digital ad plan and will execute and optimize the digital/social campaign per the plan. Noise New Media, LLC will also design ad creatives, assist with ticket pricing strategies, including timing of offers, packages and targeting.

### **ALTERNATIVES**

The alternative is to proceed without hiring an advertising agency.

### **FINANCIAL IMPACT**

Noise New Media, LLC will collect \$1 per online ticket sold with a minimum of \$2,500 guaranteed, regardless of ticket sales. This fee can be passed on to the consumer and therefore will not negatively impact the budget of the Fair. There are no other fees or costs of services to hire Noise New Media, LLC except the \$1 per online ticket sold.

### **STRATEGIC PLANNING IMPACT**

This resolution supports the long term objective providing recreational opportunities.

### **OTHER CONSIDERATIONS**

There are no other considerations at this time.

### **RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution.

<b>Project: Jack O'Lanterns</b>		
<b>Timeline: September - October, 2023</b>		
<b>Concert &amp; Event Marketing</b>		
<b>Responsibility</b>	<b>Frequency</b>	<b>Tasks / Responsibilities</b>
<b>Digital Advertising</b>		
Noise	Upon Commencement	Create Digital Ad Plan - \$30,000 Advertising Spend
Noise	Continuously	Execution and Optimization of Digital / Social Campaign per Digital Ad Plan - (May include Facebook Ads, Google Ads, Youtube Ads, AdRoll Retargeting, TikTok Ads, Snapchat Ads & others)
Noise	Up to 5	Design Ad Creatives - up to 5 versions (graphics and/or video)
Noise	As Needed	Assist with ticket pricing strategies, including timing of offers, packages and targeting
Noise	As Needed	Resize assets for all platforms
Noise	Continuously	Maintain Real Time Digital Dashboard to evaluate ROI
Noise	Upon Commencement	Liaise with Talent Buyer, Artist Agent and/or Artist Management to request advertiser access
Noise	Upon Commencement	End to End Conversion Tracking (Subject to capabilities of Ticket Provider)
Noise	Upon Request	Send out ad platform credit card receipts (electronically)
Client	As Needed	Supply layered artwork, video and all necessary creative units for ad platforms
Client	Upon Commencement	Grant Noise access to requested Business Manager assets
Client	Upon Commencement	Provide Noise with credit card or invoice billing details (Net 15) in advance of ad placement.
Client	Upon Commencement	Grant Noise Access to requested Business Manager assets
Client	Upon Commencement	Ticket Scaling Spreadsheet including pricing and configuration of all ticket types
<b>Email Marketing</b>		
Noise	Up to 8	Consult on email marketing strategy including copy, offer placement, images and subject lines
<b>Overall Social Strategy Consulting</b>		
Noise	2	30 minute conference calls to discuss overall strategy, digital research, review targeting and success metrics
Noise	Continuously	Marketing Staff and Noise will communicate via email and telephone whenever possible. Limit calls or text to normal business hours which are from 9 AM - 5 PM CT Monday-Friday unless emergency. Communications via text message shall be limited to scenarios related to deadlines, approvals, realtime content capture (when necessary).
Noise	Continuously	Noise shall respond to requests within a reasonable timeframe during weekdays and weekends.
<b>Systems to be Utilized - Per Advertising Plan</b>		
Facebook Ads	Continuously	Paid directly by client credit Card
Google Ads	Continuously	Paid directly by client credit Card
Adroll Display Ads	Continuously	Paid directly by client credit Card
TikTok Ads	As Needed	Invoiced by Noise New Media
Twitter Ads	Continuously	Paid directly by client credit Card
Google Analytics	Continuously	Client to provide Noise access to account for reporting and tracking configuration
Ticketing Provider	Continuously	Client to provide Noise access to account for reporting and tracking configuration
Email Marketing	Continuously	Client to provide Noise access to account for reporting and campaign creation
		<b>Noise New Media Fee: \$1.00 Per Online Ticket Sold</b>
		Noise New Media Fee is not charged on comps

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO AUTHORIZE A CONTRACT WITH NOISE NEW MEDIA, LLC FOR  
ADVERTISING SERVICES FOR THE INGHAM COUNTY FAIRGROUNDS**

WHEREAS, the Ingham County Board of Commissioners approved Resolution #20-384 authorizing a contract with Debbi Katz Productions to produce a Halloween-themed event called Jack O' Lanterns Unleashed at the Fairgrounds; and

WHEREAS, it is necessary to implement new advertising strategies for the event in order to realize growth; and

WHEREAS, Noise New Media, LLC is an experienced advertising company which specializes in digital advertising for Fairgrounds; and

WHEREAS, the fee for hiring Noise New Media, LLC is \$1 per online ticket sold with a guaranteed minimum fee of \$2,500; and

WHEREAS; the \$1 fee per ticket can be passed along to the consumer and therefore not impact the advertising budget; and

WHEREAS, if necessary to meet the guaranteed minimum payment due in the amount of \$2,500, the funds have been budgeted and approved in the 2023 operation budget account number 56176013-901000.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners hereby authorizes the awarding of a contract to Noise New Media, LLC for two years effective the date of execution for advertising services for the Ingham County Fairgrounds.

BE IT FURTHER RESOLVED, that Noise New Media, LLC fee is \$1 per online ticket sold with a guaranteed minimum fee of \$2,500.

BE IT FURTHER RESOLVED, that the Ingham County Board of Commissioners authorizes the Board Chairperson to sign any necessary contract documents that are consistent with this resolution and approved as to form by the County Attorney.