



# Park Township

From the Desk of Howard Fink,  
Township Manager

11/18/2022

Hi everyone, attached is this week's management report. As always, please let me know if I have missed anything.

## **Short-Term Rental**

Attached to this manager's report is a news release regarding the Board's decision on Short-Term Rentals. It will be released on Monday. It was a long process. Many thanks to the Planning Commission, Community Development Director Meika Weiss and all those involved in bringing this issue to conclusion. It was a challenging policy decision. Ultimately, the Board decided that not allowing Short-Term Rentals in Residential districts was in the best interest of our community and residents.

## **Master Plan**

Now that the larger question of STRs is in the rear-view mirror (there may be a vote in the legislature on STRs in Lame Duck), we now can shift our focus to the Master Plan. I will be meeting with key leadership and staff to define our process and map out our efforts.

## **Community Center**

Deliberations continue with our building team and the insurance company. We recently communicated to our insurance broker that there are a number of large-scale code update items that were missed in the initial contractor's estimate. It's not yet clear how many of these will be covered, as it depends on which items are considered code update and which are considered essential to reconstructing the building. Our team is quickly concluding that the initial estimate is low, as we believe the building is a total loss – and rebuilding the existing structure would be costlier than a new facility. We will put together some initial estimates and have a preliminary conversation with the insurance company. We will determine the next steps based on their response and feedback. Stay tuned – this could be a lengthy process. In addition, I will be emailing the insurance company today indicating the building needs to be protected from the

elements. I believe it's in our interest to protect the possibility of reconstructing that building, even if it is unlikely.

### **Board of Trustees Strategic Planning Session**

A few months ago, the Board completed its strategic planning session. I will be working with Mr. Gerard to formulate a draft Mission and Vision statement for the Board to review. I have also attached a summary of that meeting. Many of the projects are in process, and others on the front burner to begin. In general, I believe we are making great progress on a number of critical projects.

### **Bike Path Reconstruction**

The work on 32<sup>nd</sup> Street is complete except for some punch list items. The retaining walls on Lakeshore Drive and Riley Street have not been addressed yet by the contractor. We will continue to update the Board as significant work/punch list items are completed.



## Park Township

52 S. 152<sup>nd</sup> Avenue, Holland, Michigan 49424-6201

Phone (616) 399-4520 • Fax: (616) 399-8540

Website: [www.parktownship.org](http://www.parktownship.org) • E-mail: [info@parktownship.org](mailto:info@parktownship.org)

### FOR IMMEDIATE RELEASE

Media contacts:

Howard Fink, Township Manager

[hfink@parktownship.org](mailto:hfink@parktownship.org)

616.738.4520

Meika Weiss, Community Development Director

[mweiss@parktownship.org](mailto:mweiss@parktownship.org)

616.738.4238

#### **Park Township Bans Short-Term Rentals**

***All short-term rental activity must end by October 1, 2023***

**Holland, MI** – The Township Board of Park Township voted 6-0 to ban short-term rentals in residential zoning districts at their regular meeting on Thursday, November 10, 2022. All short-term rental uses in Residential Zoning districts must end by October 1, 2023.

Short-term rentals have been a topic of discussion at both the Planning Commission and Township Board for the past few years, with increasing calls for regulation being presented to both bodies by members of the public. The Planning Commission has been studying and debating this consequential policy issue for nearly two years, with numerous positions from a multitude of stakeholders. On March 10 of this year, the Township Board placed a moratorium on enforcement against short-term rentals in order to allow the Planning Commission time to write an ordinance regulating short-term rentals. March 31, Park Township issued a press release clarifying that short-term rentals were not a permitted use in residential districts, and asking realtors and property owners to refrain from advertising their for-sale properties as short-term rentals.

The Planning Commission's policy work on short-term rental regulation was to explore and create a policy for "more than zero" short-term rentals. Through the lengthy and sometimes contentious process, both the Planning Commission and Township Board heard from hundreds of residents and short-term rental owners and operators. In the end, the Township Board determined that eliminating Short Term Rentals in residential districts was in the best interest of Park Township by maintaining the character of our residential community.

According to data from Granicus, as of October there were approximately 248 active short-term rental units in Park Township. That is a 16% increase from last year.

*Park Township is a suburban general law township located on the shores of Lake Macatawa and Lake Michigan, with a population of 18,770.*

###

## Board of Trustees Strategic Planning Session – 8-11-22

### Step 1: Values

Each individual Township Board Member was asked to identify words / value statements to describe how we idealize the foundation of Park Township’s culture. Ultimately, these responses would inform the basis of a vision and mission statement identified at a later date. The responses were then broken into two categories; 1) words and phrases that describe how our township representatives treat each other and our community and 2) issues of importance in how we operate and conduct business. The results shown below were synthesized, categorized and ranked following a round table discussion by the Board of Trustees.

How We Treat Each Other / Act	Results of How we do business
<ul style="list-style-type: none"> <li>Listening to residents – 3 votes</li> </ul>	<ul style="list-style-type: none"> <li>Financial stewardship – 4 votes</li> </ul>
<ul style="list-style-type: none"> <li>Stewardship – 3 votes</li> </ul>	<ul style="list-style-type: none"> <li>Preservation / Heritage – 4 votes</li> </ul>
<ul style="list-style-type: none"> <li>Integrity / trust – 3 votes</li> </ul>	<ul style="list-style-type: none"> <li>Transparency – 2 votes</li> </ul>
<ul style="list-style-type: none"> <li>Respect – 3 votes</li> </ul>	<ul style="list-style-type: none"> <li>Safe Place to Live – 1 vote</li> </ul>
<ul style="list-style-type: none"> <li>Thoughtful – 2 votes</li> </ul>	<ul style="list-style-type: none"> <li>Commitment to excellence / execution – 2 votes</li> </ul>
<ul style="list-style-type: none"> <li>Honesty – 2 votes</li> </ul>	<ul style="list-style-type: none"> <li>Results driven – 3 votes</li> </ul>
<ul style="list-style-type: none"> <li>Openness – 1 vote</li> </ul>	<ul style="list-style-type: none"> <li>Diversity – 1 vote</li> </ul>
<ul style="list-style-type: none"> <li>Community Involvement / Community Focused- 1 vote</li> </ul>	
<ul style="list-style-type: none"> <li>Embody the rotary four-way test</li> </ul>	
<ul style="list-style-type: none"> <li>Transparency</li> </ul>	
<ul style="list-style-type: none"> <li>Adjust / flexible</li> </ul>	

Given the time constraints, the Board opted to have Manager Fink and Supervisor Gerard work on creating a mission and vision statement from the values exercise and ensuing conversation. The Board then discussed the major projects for the remainder of 2022 and into 2023.

Each Board Member was asked to provide four large scale projects to prioritize in the upcoming year. The projects were not ranked.

Vision for a new community center	Improving lake access to road ends
Maintenance facility Expansion	Debate and understand the merits / drawbacks of converting to a Charter Township
Creation of a Park Township Foundation focused on open space preservation	Begin the Affordable Housing conversation and identify next steps
Updating the Township’s Master Plan	Presentation and general discussion by MSU extension on the viability of blueberry farms / agriculture.
Broadband Connectivity (possible south side pilot project with HBPW)	
Sidewalk expansion on Ottawa Beach Road from 144 <sup>th</sup> to the State Park	
Finish outstanding Park Projects	
Develop a township wide facilities plan	