

WELCOME TO THE



**Michigan
Municipal
Executives**

2025 Winter Institute



City of St. Johns & King Media

Into the Frying Pan on Your First Day?

The call that you thought you would never get!!??





Setting the Debating Stage

Rodney B. Wilson High School

- Opened on January 19, 1925
- Functioned as High School until 1969 when it was transitioned to a middle school
- Middle School Closed in 1998
- Opened as alternative learning center
- Sold to Dymaxion Development Group in 2021 by the SJPS.



Bracing for the super storm!

- ✓ Split commission
- ✓ Community confusion
- ✓ Community resistance
- ✓ Unclear project objectives
- ✓ Lacking focused program/project details?
- ✓ No clear financial plan

Managing Your Way Out of a Storm



1. Pull together comprehensive resources
2. Develop a sound game plan
3. Obtain tactical buy-in of plan
4. Develop a strategic communications plan

Pulling together Resources & Formulating Your Plan



1 Set the bar for
"The Joneses"

2 Don't be afraid
to ask WHY????-

3 Surround yourself
with SME's

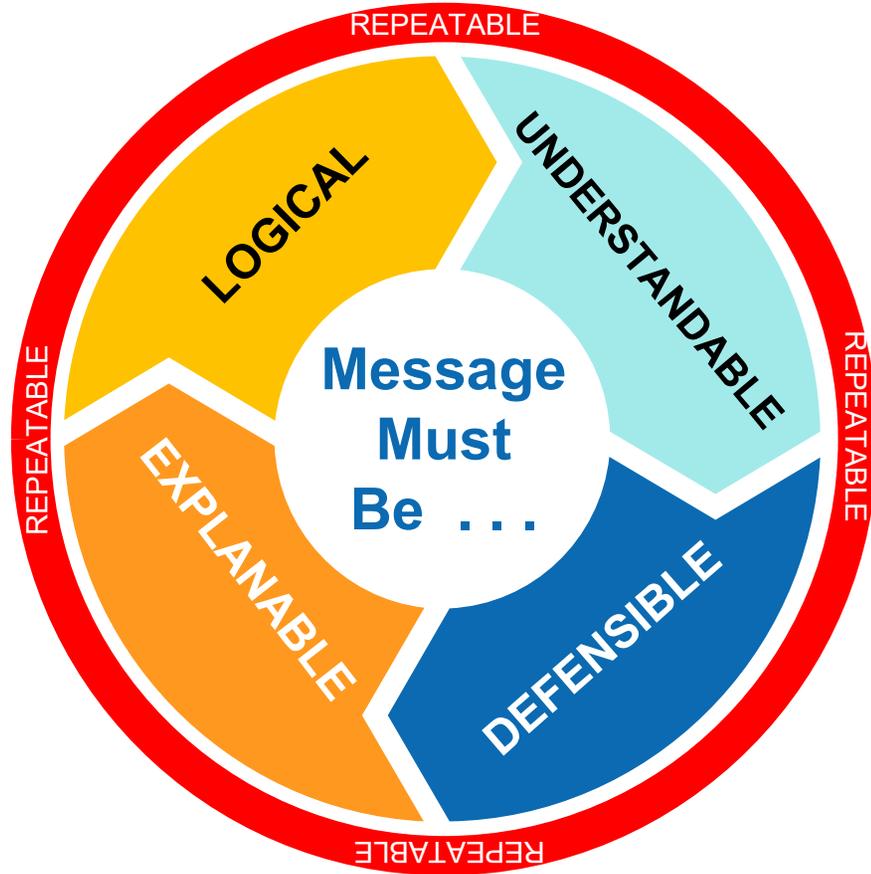
4 Meetings 101

- All liars present
- Engage everyone in meeting
- Be specific about assignments
- Homework recap

5 Don't be
afraid to say
NO!

6 Acquire Wisdom
(knowing what to
do and when to
do it!)

The Keys to a Successful Game Plan



“Vick-isims”



Background



KING MEDIA AND THE CITY OF ST. JOHNS BEGAN THEIR PARTNERSHIP IN SEPTEMBER 2021, THE ORIGINAL AWARDED WAS FOR THE DEVELOPMENT OF A COMMUNICATIONS AND MARKETING PLAN AND ON-GOING CONSULTING ASSISTANCE.



FOUNDATIONAL RESEARCH AND FREQUENT MEETINGS ALLOWED FOR A FAMILIARITY WITH THE COMMUNITY DYNAMICS, UNDERSTANDING THE TEAM AND HAVING ESTABLISHED WORKFLOW.



WHEN CRISIS HAPPENED, KING WAS WELL EQUIPPED TO STEP IN AND GUIDE RESPONSES EFFECTIVELY.



renovated center in St. Johns to be restored and

The City Commission...
Oct 4, 2022



6 WLNS 6 News

St. Johns picks new, mayor, vice mayor

ST. JOHNS, Mich. (WLNS) – The St. Johns City Commission has unanimously chosen a new mayor and vice mayor. On June 26, the St. Johns City...
Jun 27, 2023



10 WILX

St. Johns Police Chief on leave, department evaluating work environment

ST. JOHNS, Mich. (WILX...
May 31, 2022



10 WILX

St. Johns' new mayor envisions bright future for city

There's a lot of great...
Jun 29, 2023



47 FOX 47 News

St. Johns board meeting packed after police chief's return

On Monday night, the St. Johns Board of Commissioners met at the Clinton County Courthouse, and Commissioner Tammy Kirschenbauer said it was...
Jun 14, 2022



10 WILX

City of St. Johns selects new city manager

ST. JOHNS, Mich. (WILX...
Jul 5, 2023



47 FOX 47 News

St. Johns city manager resigns, City Commission searches for new city manager

The St. Johns City Commission has announced that City Manager Dave Kudwa has resigned, and they are searching for a new city manager.
Feb 21, 2023



47 FOX 47 News

New St. Johns city manager excited to serve and help community

ST. JOHNS, Mich. – On May 22, the St. Johns City Commission unanimously voted Chad Gamble as the new city manager.
Jul 12, 2023



47 FOX 47 News

St. Johns mayor resigns after less than 1 year on the job

ST. JOHNS, Mich. — During a regular St. Johns City Commission meeting Monday night, Mayor Roberta Cocco resigned from her position.
Apr 24, 2023



Lansing State Journal

Michigan Capitol Christmas tree is a spruce from St. Johns

Officials said the tree is typically harvested in Michigan's upper peninsula, but this year marks the first time it has come from St. Johns.
Oct 28, 2022



10 WILX

St. Johns City Commission responds to former mayor's allegations

The St. Johns Ci...



MLive.com

16 people injured after 'Santa Parade' trolley overturn in St. Johns





**Tuck them
in at night.**

(No street parking 1-6AM.)



**That's a
weird lawn
ornament.**

(Let's stick to gnomes.)



**Adventure
awaits.**

(But know where to keep your fleet.)

**When the
snow stops.**

The shoveling starts.





Paving the way to a better Mint City.

The St. Johns Streets & Sidewalks Program

Leaves fall.
You rake.
We pick up!



Your yard is lookin' good!

(Are yard waste bags blocking the view?)

How can we better serve you?

Take our survey.



**Better Streets.
Better Sidewalks.
Better St. Johns.**

Your millage dollars at work.



It's time for Spring Cleaning in the Mint City!

Green thumb? Request a Yard Waste Pick-up!

The City of St. Johns provides seasonal yard waste collection, which includes leaves, plant materials, grass clippings, and brush/limbs, to make a easy for residents to take care of their yards and landscape. In the past, yard waste collection has been scheduled through the city's trash trucks with full city coverage taking approximately one month to complete.

For 2022, we are making the process easier by providing a new yard waste pickup service with greater city-wide coverage. This new yard waste collection service will begin May 2, 2022. This new yard waste collection service will be provided by a private contractor beginning April 15. Yard waste and brush/waste collection should be no larger than 4 cubic feet (4' x 4' x 4') brush and limbs. This service will be provided at the discretion of the City. Yard waste collection is available through the City's website at www.stjohnsmi.com. For more information, please contact the City Office. Please note that yard waste pickup is not available at most hardware stores and nurseries.

With this new system, citywide coverage for yard waste collection will be completed in approximately one month or less.

This new yard waste collection service will be provided by a private contractor beginning April 15. Yard waste and brush/waste collection should be no larger than 4 cubic feet (4' x 4' x 4') brush and limbs. This service will be provided at the discretion of the City. Yard waste collection is available through the City's website at www.stjohnsmi.com. For more information, please contact the City Office. Please note that yard waste pickup is not available at most hardware stores and nurseries.

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100 East State Street - P.O. Box 477 - St. Johns, MI 48879-0477 - (989) 224-8944 - Fax (989) 224-2204 - www.stjohnsmi.com

Help us envision the future of Downtown St. Johns

St. Johns Planning Commission
March 9, 2022 | 5:30 p.m.
Clinton County Courthouse

The City of St. Johns is proud of our welcoming and walkable downtown, which invites visitors to the principal shopping district, residential properties, and community gathering spaces. We continuously strive to keep about how people travel to and around our downtown.

As a valued stakeholder in our principal shopping district and downtown development, we invite you to attend the St. Johns Planning Commission meeting on March 9 to join the conversation about potential development projects related to parking, navigation and infrastructure. We want to hear from you, our business owners, property owners, tenants and key partners!

Discussion topics include:

- Potential creation of one-way streets (near Clinton Ave)
- Addition of angled parking spaces on side streets
- Overnight, overnight parking (near Clinton Ave)
- New funding for parking improvements
- Focused parking enforcement on Clinton Avenue
- Elimination of parking passes

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St. Johns Rental Housing Program

Make the Mint City Home Sweet Home.

Our community is a great place to live and we are always looking for ways to make it even better. Whether you are looking for a new home or planning your next move, we have a solution for you. The City of St. Johns is proud to announce the launch of a new Rental Housing Program.

The program will open communication between property owners, tenants, and landlords. All rental housing at important locations and infrastructure. All rental housing projects will have to meet the safety, health, and quality standards set by the Rental Housing Inspection Checklist.

A one-stop resource for rental housing in St. Johns

An investment resource in making an investment decision. Rental housing information is available in a new format that is easy to use. A new format that is easy to use. A new format that is easy to use.

Certification of Rental Housing Properties

All residential rental properties will be required to provide a live to a City Inspector on location of one of our three areas. If the rental property meets 100% of all safety requirements, and 80% of Quality of Life requirements the property will earn Good Standing certification.

- Property Owner must be registered for Rental Housing Program
- Properties are inspected on a regular rotation
- 100% of Life Safety criteria are met
- 80% of Quality of Life criteria are met
- Rental Property must have Good Standing Certification

Register your Rental Housing Property today!

Registering your rental housing property is a free and easy. Visit www.stjohnsmi.com or scan the QR code to learn more and register between August 1 and September 30, 2022.

➔ See how to register your property!

100 East State Street - P.O. Box 477 - St. Johns, MI 48879-0477 - (989) 224-8944 - Fax (989) 224-2204 - www.stjohnsmi.com





The City of
St. Johns
Newsletter
Fall 2023



Never rake leaves into the street.
This creates a traffic hazard and blocks storm sewers from draining properly. Raking or otherwise placing leaves, trimmings and organic plant materials in the public street is a civil infraction that carries a \$50 fine.

Leaf and brush burning is prohibited.
Outdoor burning is a hazard and can aggravate asthma and other respiratory ailments. Recreational fires only (no leaves or brush) are permitted in the City when properly contained and supervised. Please call the St. Johns Police Department at 989.224.6721 if you have questions. (City Ordinance #388)

City Services

Construction & Permitting
All permits must be applied for online. To begin, visit cityofstjohnsmi.com and select Permits.

Most construction projects require a zoning, building, utility and/or right-of-way permit. A utility permit and fee are required prior to beginning any work. A permit fee is also required before work begins in the City's right of way areas.

City Sidewalk and Driveway Approach Replacement
Did you know property owners may be reimbursed \$2.50 per square foot for sidewalk or approach replacement? To qualify for reimbursement, the project must be approved in advance, meet City standards and pass a required inspection.

Contact the Public Works Department at **989.224.8944 ext. 229** for information.

Trash & Recycling

Granger collects trash in St. Johns on a weekly basis and picks up recyclables every other week. If your recycling runs out, try flattening boxes to save space. You can also bring recyclables to the St. Johns Lions Club Recycling Center at 605 N. Swegles St. (corner of Swegles and Steel).

For a complete list of items that we recycle visit cityofstjohnsmi.com.



A Safe Mint City

Please keep these updates and tips in mind to help keep St. Johns' streets beautiful and safe!

Hydrant testing ensures they're working properly and flushes rust and sediment from water mains.

The City does this each fall and spring, and this may cause slight water discoloration. If this happens, run the tap for one or two minutes until it becomes clear. This work is completed between 7 a.m. and 4 p.m. and the date will be posted on the City's Facebook page and website once scheduled.

Clearing snow and ice keeps our neighbors safer.

- Assist St. Johns firefighters by keeping areas around fire hydrants clear of snow or ice.
- When the ice and snow stop falling, please clear your sidewalks within twelve (12) hours, or clear nighttime snowfall by 6 p.m. the following day (City Ordinance 95.84).
- Never move snow, ice or slush to the street or shoulder of the road. Doing so creates hazardous conditions, violates Michigan statute and may result in a citation (Motor Vehicle Code P.A. 82 of 1978, 257.677a).

Safe overnight parking in St. Johns

Overnight parking is available by permit only in designated lots, and no parking is allowed on City streets between 1-6 a.m. (City Ordinance 71.09).

To obtain an overnight parking permit or to request a special-circumstances exception for street parking, contact:

St. Johns Police Department
409 S. Whittemore St.
989.224.6721 (8am - 4pm)

For after-hours emergency parking, call 911 for assistance.





approximately one hour.
 2. We ask that you request yard waste pickup via the city website. Your request or targeted pick-up efforts with greater and reduced wait times.
 3. Simply notify the city at [phone number] to be scheduled.
 4. Beginning April 18, 2019, yard waste pickup will be scheduled on Tuesdays and Thursdays.
 5. Yard waste pickup is available at City Offices.
 6. Yard waste pickup is available at most hardware stores.
 7. Yard waste pickup is available for items larger than 4 cubic feet (4' x 4' x 4').
 8. Yard waste pickup is available at the self-service facility at 1000 N. Bus. 127.



Making the Mint City home sweet home.



City of St. Johns
 100 East State Street
 P.O. Box 477
 St. Johns, MI 48879-0477

We want to hear from you!



The City of St. Johns is creating a Rental Housing Program and we want you to be a part of the process. Our community is a great place to live, and we are always looking for ways to make it even better, whether someone stays for a few years or plants roots for generations.

Through the program, all rental housing properties will need to meet basic life safety criteria. By opening communication between property owners, tenants and the City, we can help make renting a great experience.

An overview of the program can be found at cityofstjohnsmi.com or by scanning the QR code below. More details will be shared after we hear from our key stakeholders—that includes you!

Share your feedback at the Clinton County Courthouse or through the form on February 9 at the Clinton County Courthouse or through the form at cityofstjohnsmi.com.




Hello spring, goodbye yard waste!

Get ready for Spring Cleanup

Items can be set out at your curb beginning April 30 for pickup on May 7. More details coming soon!

The City of St. Johns provides seasonal yard waste collection to make it easy for you to take care of your lawn and landscaping. In the past, yard waste collection was limited to certain sections of the city.

Information about yard cleanup

Spring has sprung in the Mint City!



City of St. Johns
 100 East State Street
 P.O. Box 477
 St. Johns, MI 48879-0477



Park with Peace of Mind

City of St. Johns New Downtown Parking Policy



The City of St. Johns provides safe, convenient parking throughout the downtown area. And now, finding the right spot is easier than ever!

The benefits of the City's new parking plan include improved availability, safety and convenience for residents, business owners and visitors alike.

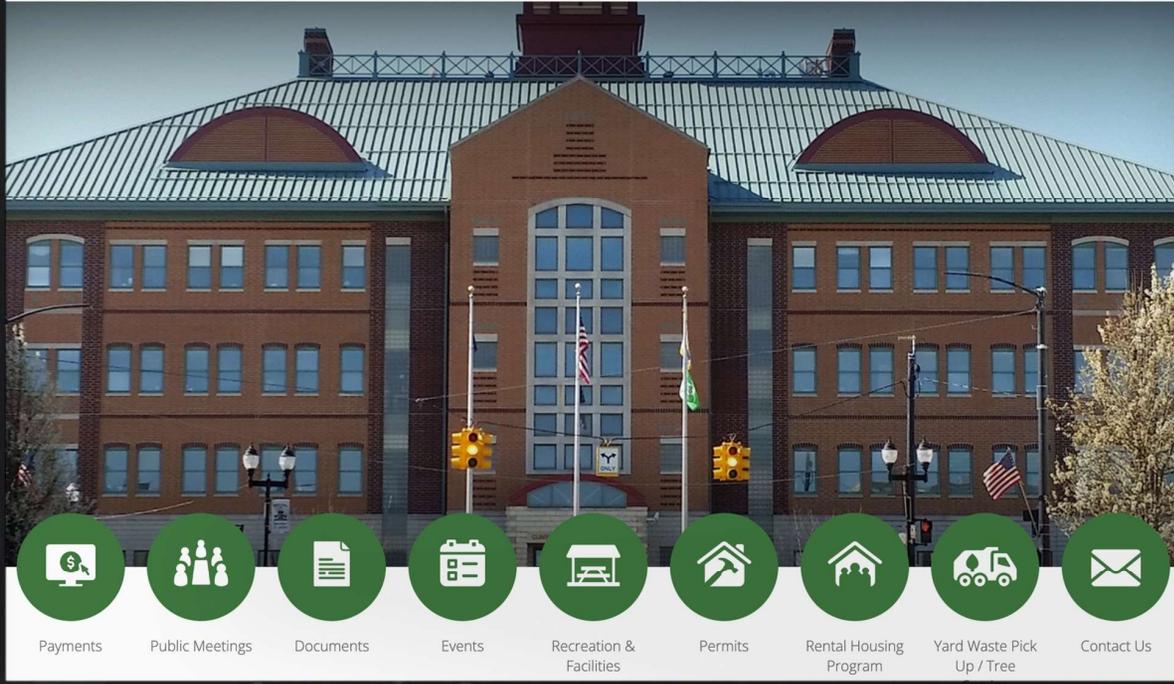
Look for new signage on the street and in parking lots. They highlight areas with no daytime restrictions, and point out areas with time limits, permit requirements and/or no overnight parking.

While we're eager to see the benefits of the new plan in action, we know any change can take a little time to get used to.

While everyone adjusts, we'll be leaving friendly "parking reminders" instead of citations. Full enforcement of the new parking plan, including citations, begin January 1, 2024.

Scan the QR code or visit cityofstjohnsmi.com/parking to see all of the parking options available in downtown St. Johns.





Payments

Public Meetings

Documents

Events

Recreation &
Facilities

Permits

Rental Housing
Program

Yard Waste Pick
Up / Tree

Contact Us





Wilson Center



St. Johns City Commission
September 12, 2023 | 6 p.m.

St. Johns Police Department
409 S. Whittemore
St. Johns, MI 48879

- Important historical building and an anchor to the downtown corridor, critical to get it right
- Clear communication to City Council
- Transparent information made available to constituents
- Special meetings held to bring everyone along through each step of the process
- Trusted partners guiding the strategy

The City Commission is holding this work session to discuss the Wilson Center project. This informational meeting will include:

- A presentation by the City
- A presentation by Dymaxion (the owner and developer of the Wilson Center property)
- A discussion of the final drafts of the legal documents
- An opportunity for public comments and questions

The following Wilson Center legal documents will be discussed:

- [Condominium Bylaws](#)

Can't make it in person?
Join us virtually:

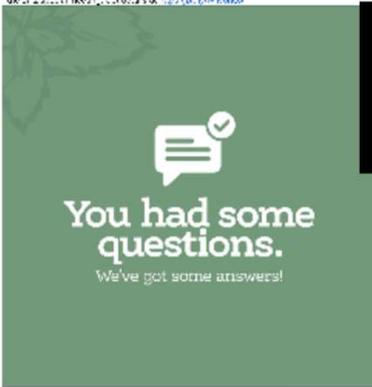
Dial: 1-929-205-6099

<https://zoom.us/j/2050014286>

Meeting ID: 205 001 4286

Note: Only in-person attendees will be able to participate in public comment during the meeting. If you're not able to attend in person, please send your

City of St. Johns, MI
 Published on: Oct 11, 2023
 1 item view | 17,346 impressions | 2,847 reach | 1,338 clicks | 7.71% CTR (All)

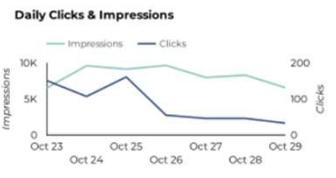
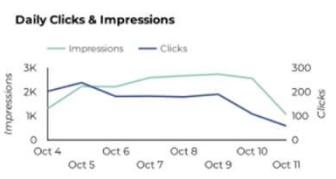


City of St. Johns, MI
 15 likes | 15 comments | 1 share

City of St. Johns, MI
 1 item view | 57,808 impressions | 56,416 reach | 599 clicks | 1.04% CTR (All)



City of St. Johns, MI
 1 item view | 15 likes | 15 comments | 1 share



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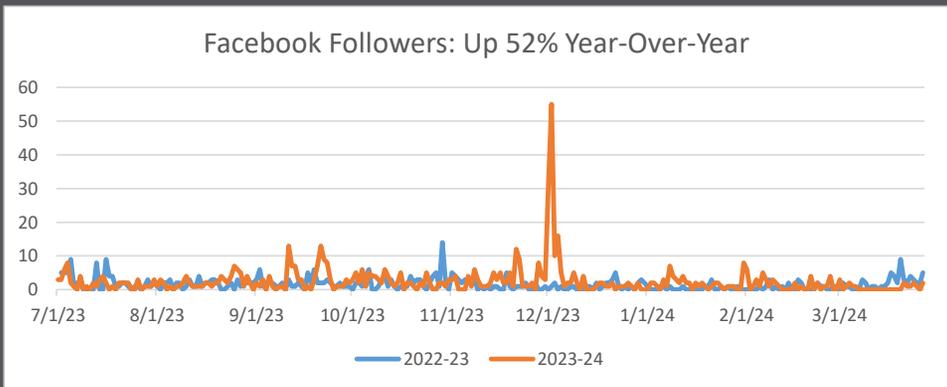
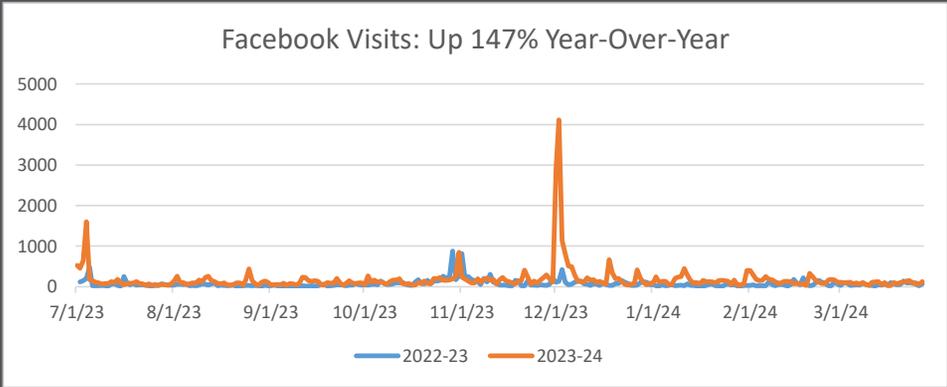
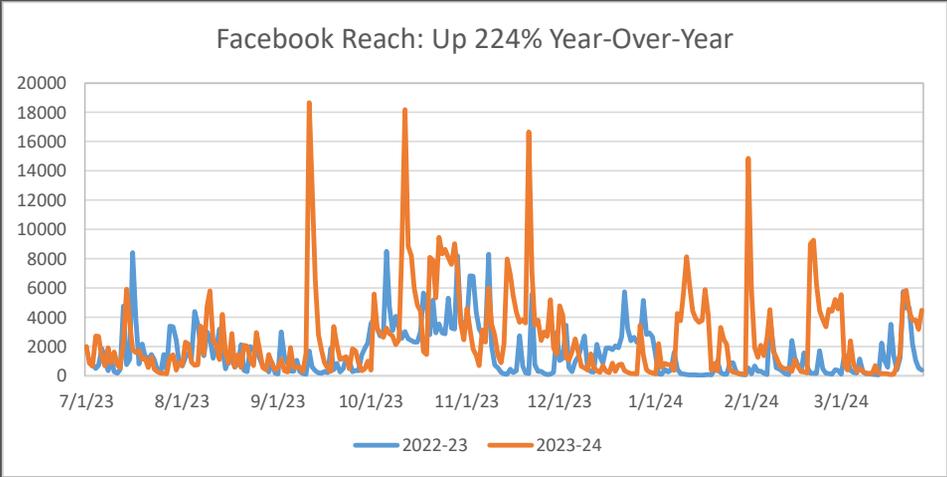
Arts & Entertainment, TV & Video, TV Guide & Reference, News, Broadcast Network News, Local News, TV News & Weather, News, Crime, Music, World News

Wilson Center project in St. Johns moves forward



3.05K

Total estimated views





Summary

City Staff Dedication & Hard Work:

Played a pivotal role in the partnership's success and collaboration.

City Commission Support & Guidance:

Provided consistent leadership and strengthened the relationship with the community.

Strong, Collaborative Relationship:

Led to impactful outcomes and progress across initiatives.

Foundation of Trust & Mutual Respect:

Established a solid base for future cooperation and continued positive community impact.

Collaborative Contributions:

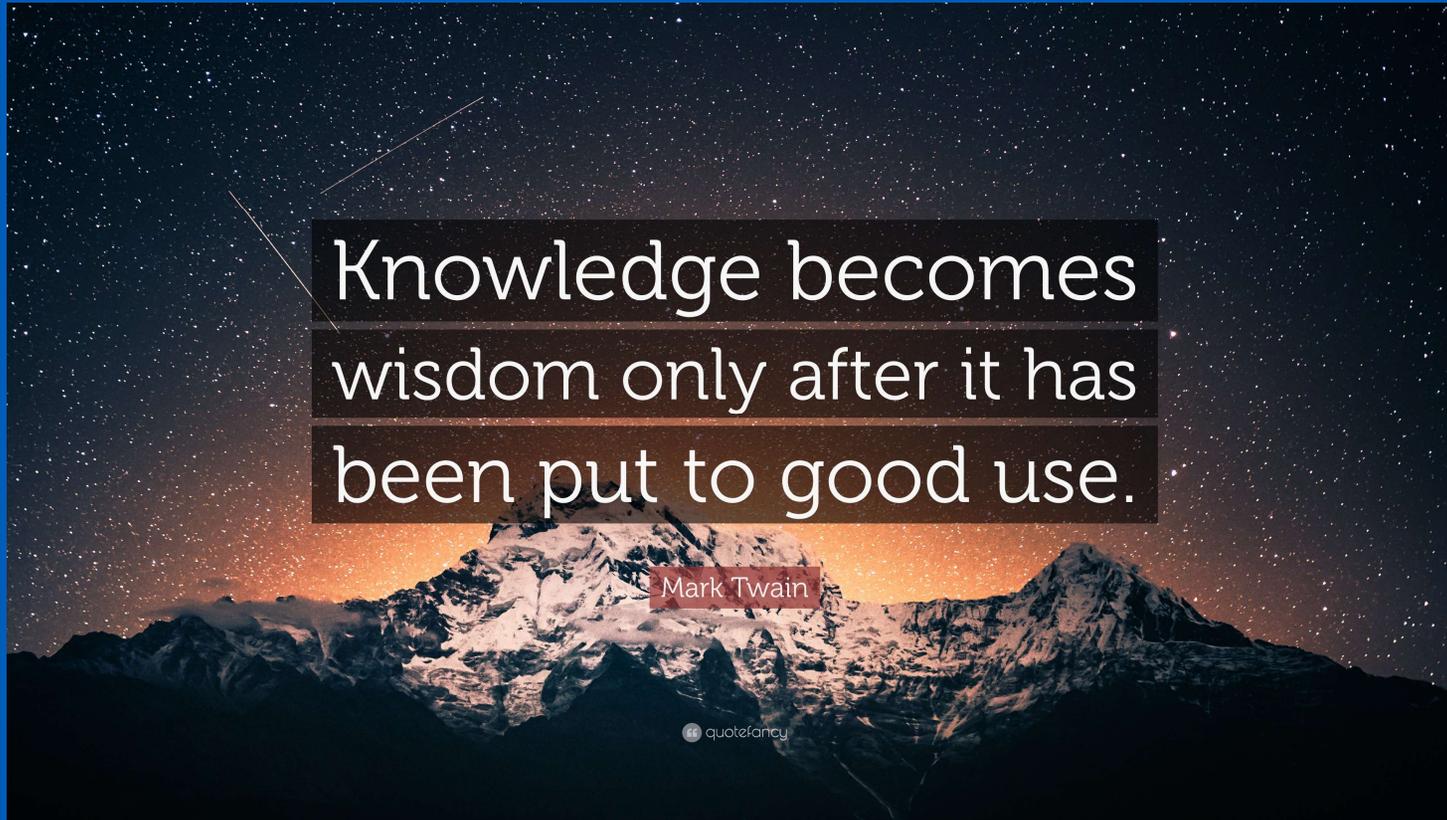
Helped create an authentic city brand, communicate key messages, respond to sensitive issues effectively and developed a strategic plan focused on consistency.



Crash Course on Dealing With the Media



- Don't answer the question that is asked, answer the question **you would have liked to have been asked**
- Ensure that when discussing topics/issues of the media you have two or three key points you want to communicate
- “Off the Record” Protocols
- Repeat the Mission – Repeat the Goals
- Smile and Have Fun



Knowledge becomes
wisdom only after it has
been put to good use.

Mark Twain

quote fancy

- Remember – You are only in control of one person on this planet
- Keep doing the “next right thing – and never give up”



Chad A. Gamble, P.E.
City Manager
City of St. Johns
cgamble@stjohnsmi.gov

Coleen King
President & Founder
King Media
coleen@kingmedianow.com

Jennifer Sturdy
Vice President of Marketing and
Communications
King Media
jennifer.sturdy@kingmedianow.com

