



**CITY OF WHITEHALL
2021 GOALS
DESTINATION WHITEHALL
NOVEMBER 2023 UPDATE**

The City Council establishes a list of prioritized goals every two years following a November City general Election. The goals will steer limited staff and financial resources towards a shared vision. A brainstorming session led by professional facilitator David Sipka was conducted to solicit ideas from the Council, Boards, Commissions, Committees, and the general public. The Council reconvened two weeks later to vote on which goals they deemed most critical. Each member of Council was given ten “dots” to vote on up to ten goals. They were also allowed to place multiple dots on a single goal. Multiple dots indicate an individual’s level of concern but did not count towards a higher prioritization. Goals with four or more votes were considered high priority, medium priority received three votes, the goals receiving one or two votes are ranked as low priority.

All six of the high priority goals have been completed along with ten lower prioritized goals. 16 goals are in progress.

HIGH PRIORITY GOALS COMPLETED

- Significantly increase funding for sidewalk repairs and ADA compliance
 - 2021 \$3,600
 - 2022 \$13,560 Wilshire Street Project
 - 2023 \$39,155 Mears Avenue Project
 - \$37,500 General throughout the City
- Develop a timeline for the Climate Emergency Plan
 - Climate Mobilization Action Plan adopted July 2023
- Increase staffing at the Public Works Department
 - Added a full time Maintenance Worker
 - \$56,000 First Year Cost
- Live stream Council meetings
 - Contract with CatchMark
 - \$3,600 per year
- Significantly increase funding for street repairs
 - The City spent \$2.9M over the last two years for street and infrastructure repairs on Alice, Lakeview, Lewis, Hall, Mears, Peach and Wilshire. Since the adoption of the Street Asset Management Plan in 2011 and the increase of three mills dedicated for street repairs in 2014, the City has spent \$8.4M on street and infrastructure repairs. This averages out to \$648,000 per year as compared to the Plans recommendation of \$375,000.

OTHER COMPLETED GOALS

- Create community events in the North Mears Promenade
 - Feet in the Street, Holiday Walk, Social District, Walk the Beat, White Lake Wanderland, Winter Sledding
- Improve overall ordinance enforcement, targeting Colby Street
 - Contract with Muskegon Charter Township
 - \$6,000 annual cost
- Restore Covell Park to pre-flood conditions
- Increase staffing at the Playhouse
 - Part time Arts Education and Marketing Director hired
- Increase funding for bike path repairs
 - Doubled to \$53,000 spent and budgeted over the last three years as compared to \$26,000 the three prior years
- Dedicate city staff towards the removal of snow from sidewalks
 - Have added staff to increase ability but remains lower priority over clearing streets and public parking lots
- Incentivize artists to create public art
 - Art Wall
- Conduct an energy audit of city buildings
 - Audit proposal was rejected due to vagueness and funding
- Test algae blooms
 - Done through the County Health Department
- Complete a parks inventory
 - Done as part of comprehensive plan update in 2023

GOALS IN PROGRESS

- Connect the downtown and waterfront via West Colby Street
 - West Colby Promenade on hold pending property acquisition
- Develop a pocket park between Bells and CatchMark
 - Phase V ready to bid out for 2024 construction
- Make Whitehall a destination
 - Downtown improvements, public events, residential development, splash pad
- Build more restrooms in the parks
 - Grant applications pending
- Improve maintenance at the cemetery
 - Budgeted \$158,600 in capital improvements
- Improve ADA compliance on West Colby Street
 - West Colby Promenade on hold pending property acquisition
- Make better/more use of the parks
 - Grant applications pending

- Aggressively enforce snow removal from sidewalks
 - Contract with Muskegon Charter Township
 - \$6,000 annual cost
- Remove abandoned cars
 - Contract with Muskegon Charter Township
 - \$6,000 annual cost
- Improve the snow removal from downtown sidewalks
 - Have added staff to increase ability but remains lower priority over clearing streets and public parking lots
- Support public art and a gateway on West Colby Street
 - West Colby Promenade on hold pending property acquisition
- Host an art competition
 - TIFA has agreed to partner with the Arts Council for a juried painting in the planned pocket park
- Implement the Climate Emergency Plan
 - Climate Mobilization Action Plan adopted July 2023. Staff will implement with annual budget adoption.
- Protect and maintain the lakeshore during future developments
 - Reviewed with all proposed lakeshore developments
- Conduct annual reviews of the Comprehensive Master Plan
 - Reviews are conducted every five years
- Bring all parks up to code
 - Grant applications pending

NO ACTION

- Build a skate park
- Install a disc golf course at Funnell Field
- Promote public events on West Colby Street
 - West Colby Promenade on hold pending property acquisition
- Test the water quality of the lake, river, and groundwater
- Extend the cemetery fencing along Colby and Peterson streets
- Develop the land north east of Shoreline Elementary as residential
 - The property is privately owned
- Minimize the retail vacancies along Colby Street
- Improve Covell Park with gathering spaces
- Build an ice rink at Funnell Field
- Install a boat launch at Goodrich Park
- Improve event notifications
- Hire a community activities coordinator
- Re-evaluate the city newsletter
- Increase voter engagement

- Increase the City's population
- Reduce noise from Howmet
- Implement a wayfinding program
- Reroute Colby Street away from the downtown
- Close North Mears to vehicle traffic
- Add more on street parking in the downtown
- Construct additional green streets
- Identify wetlands and other lands with poor drainage
- Redo the Comprehensive Master Plan public survey
- Identify locations for senior housing
- Conduct field trips with the Council to comparable sized cities
- Bring in a major chain restaurant
- Install outdoor exercise stations
- Develop a campground
- Build a soccer complex at Funnell Field
- Replace antiquated equipment and build a parking lot at Gee Park
- Build a dog park at Goodrich Park
- Install a boat launch at Lions Park
- Create active recreation at Slocum Park
- Increase community awareness of Slocum Park
- Add amenities along the shoreline of the White River Trail
- Extend the White River Trail
- Construct new, interconnecting bike paths
- Improve signage along the bike path
- Conduct a city-wide sidewalk survey
- Construct new, inter-connecting sidewalks
- Contract for the removal of snow from all sidewalks
- Build a waterfront boardwalk