

SUMMARY REPORT TO MANAGER
for City Council Meeting of May 19, 2008

SUBJECT: WOLVERINE BANK BANNER REQUEST

RESOLUTION SUMMARY: This resolution approves the request from Wolverine Bank to place banners in the public right-of-way in front of their Eastman Avenue and S. Saginaw Road locations from May 31 through June 14, to advertise their 75th anniversary celebration.

ITEMS ATTACHED:

1. Letter of transmittal
2. Letter of request
3. Resolution

COUNCIL ACTION:

1. 3/5 vote required to approve resolution

Jack Duso
Assistant City Manager



City Hall • 333 West Ellsworth Street • Midland, Michigan 48640-5132 • 989.837.3300 • 989.835.2717 Fax • www.midland-mi.org

May 19, 2008

Honorable Mayor and City Council
City of Midland
Michigan

Dear Councilmen:

Attached please find a request from Wolverine Bank seeking permission to place temporary banners in the public right-of-way in front of their Eastman Avenue and S. Saginaw Road locations from May 31 through June 14, to advertise their 75th anniversary celebration. The Administrative Staff has reviewed the request and recommends approval subject to the following conditions:

- Angled banners located in the north and south ends of the property must meet City clear vision requirements as determined by the Building Department. John Wegner, Chief Building Inspector, 837-3390, can assist with proper placement, if necessary.
- Banners located within the outlawn area along Saginaw Road may be installed if they are outside the regular 20' clear vision zone in the driveway approaches. If determined that these banners are vision obstructions to traffic during field review, the banners will either need to be relocated to an area that is not considered a vision obstruction or they will be removed.
- Banners located within the State right-of-way along Eastman Avenue will require MDOT approval.

Attached for your consideration is a resolution which will grant approval of the request.

If you have any questions, please do not hesitate to contact me.

Sincerely,


Jack Daso
Assistant City Manager

JED:ker



WOLVERINE BANK

May 19, 2008

Keith Baker
City of Midland
333 W. Ellsworth St.
Midland, MI 48640

Dear Mr. Baker,

Wolverine Bank is holding a week long celebration in honor of our 75th Anniversary. The event is scheduled at all three of our Midland locations during the week of June 9- 14, 2008 and is open to the public.

We would like to place special event signage at our 5710 Eastman Avenue location as well as our 1015 S. Saginaw Road location from Friday, May 31, 2008 through Saturday, June 14, 2008.

We plan on using two different banner sizes at each location, to be placed on our property. See below for details.

BANNER DETAILS

Display details (see attached for visual)

Large banner is 2 feet tall by 9 feet long.

Large banner reads contains Wolverine Bank's 75th Anniversary logo and reads as follows: "Celebrating 75 Years in Our Community - Thank You for 75 years of your banking business"

Small banner is 2 feet tall by 5 feet wide.

Small banner contains Wolverine Bank's 75th Anniversary logo and reads as follows: "Join the Celebration – June 9 – 14 – All Are Welcome – Food – Games – Prizes – Fun!"

We are also planning on having two 10' X 13' pavilion style tents set up on our property at our Eastman location and one 10' X 13' pavilion style tent set up at our Saginaw Road location from June 9 – 13, 2008. Please refer to attached simple drawing for each location to show approximate banner and tent placement.

We realize we have not allowed a lot of time for this approval, so please know we appreciate your time and attention to our request.

Paper duplicate documents will also be mailed to your attention.

Thank you,

A handwritten signature in cursive script that reads "Deanne Goulet". The signature is written in black ink and is positioned above the printed name.

Deanne Goulet
Marketing Specialist

Building

Driveway

10' X 13'
Tent

10' X 13'
Tent

Banner 24inX60in

Driveway

5710 Eastman Avenue

Driveway

Banner 24inX60in

Lawn Area

City Sidewalk

Banner 24inX108in

Lawn Area

Eastman

Denver Street



Celebrating 75 Years in Our Community

Thank You

WOLVERINE BANK
Your Independent Community Bank

For 75 Years of Your Banking Business!

Building

Sidewalk

10'

Tent

13'

1015 S. Saginaw Road

Driveway

Drive Thru

Driveway

Driveway

City Sidewalk

Banner 24inX60in

Banner 24inX108in

Lawn Area

Join the Celebration

June 9 - June 14

Food

Games

All Are

Welcome



WOLVERINE BANK

Prizes

FUN!!!

Activities

WOLVERINE BANK CELEBRATES ITS 75TH ANNIVERSARY

Wolverine Bank will be hosting a week of activities at its Midland locations during the week of June 9th – 14th. Be sure to stop by and join the celebration!!! Visit www.wolverinebank.com for more details

Monday, June 9, 9AM– 4:30PM

Cupcake Kickoff – Stop by any of our Midland locations for a sweet birthday treat!
75 Pint Blood Drive –Starve a mosquito and SAVE A LIFE!
(Eastman Location Only 9AM – 1PM)

Tuesday, June 10, Noon – 4:30PM

Community Day – local non-profit groups will be available to the public for information, demonstrations, and other activities.

Wednesday, June 11, Noon – 4:30PM

It's About Your Home – Go Green & Save! – Members of the Home Builders Association will be available at our Eastman location to discuss how you can make your home a green home.

Thursday, June 12, Noon – 4:30PM

Family Day – Bring the whole family out for a fun filled day of games, food, prizes and good ol' fashioned fun! Be sure to stop by and check out the Bounce House provided by the Midland Community Center.

Friday, June 13, Noon – 4:30PM

Customer Appreciation B-B-Q – Stop by for hot dogs, popcorn, sno-cones, games, prizes and more!

Saturday, June 14, 9AM – 1PM

Car Wash – Bring your car down to our Saginaw Road or Eastman location and help raise funds for a local organization.



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BY COUNCILMAN

RESOLVED, that in accord with Section 22-2 of the Code of Ordinances, the request from Wolverine Bank seeking permission to place temporary banners in the public right-of-way in front of their Eastman Avenue and S. Saginaw Road locations from May 31 through June 14, 2008, to advertise their 75th anniversary celebration, is hereby approved subject to the following conditions:

- Angled banners located in the north and south ends of the property must meet City clear vision requirements as determined by the Building Department. John Wegner, Chief Building Inspector, 837-3390, can assist with proper placement, if necessary.
- Banners located within the outlawn area along Saginaw Road may be installed if they are outside the regular 20' clear vision zone in the driveway approaches. If determined that these banners are vision obstructions to traffic during field review, the banners will either need to be relocated to an area that is not considered a vision obstruction or they will be removed.
- Banners located within the State right-of-way along Eastman Avenue will require MDOT approval.

YEAS:

NAYS:

ABSENT:

I, Selina Tisdale, City Clerk, City of Midland, Counties of Bay and Midland, State of Michigan, do hereby certify that the foregoing is a true and correct copy of a resolution adopted by a yea vote of all the Councilmen present at a regular meeting of the City Council held Monday, May 19, 2008.

Selina Tisdale, City Clerk

t:wolverinebankbanners