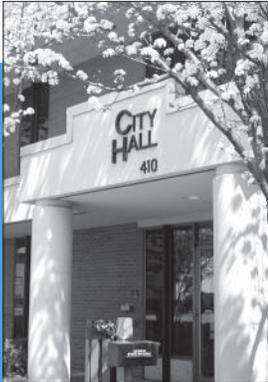


DIALOG



East Lansing's Residential Newsletter • March 2011 • www.cityofeastlansing.com



Conditional Rezoning Ordinance

This spring a series of public meetings will be held to review proposed Ord. 1252.

This ordinance helps to further define conditional rezoning for the City of East Lansing. Conditional rezoning is a planning tool that allows applicants to place conditions on rezoning that are unique outside of the zoning code. The East Lansing Planning Commission will appoint an ad hoc committee to review the ordinance and gather resident input at a series of public meetings. Learn more at www.cityofeastlansing.com/conditionalrezoning.

City Partners with Regional Neighbors to Share Services

Increasingly, local governments such as East Lansing are working with public, private and nonprofit institutions across many fields to improve and sustain services in these tough financial times.

It has been a longtime view of the City that collaboration is key to maintaining a quality community for its citizens. Joining together with its regional neighbors, the City is working to identify ways to share services, pool resources and cut costs.

Most recently, the City entered into two interlocal agreements with Meridian Township to share the professional services and costs of East Lansing's specialized trade inspectors and a newly hired, Level 4-certified assessor. This agreement is a win-win for both organizations from both a financial and service standpoint.

The City has also worked closely, for several years, with East Lansing Public Schools (ELPS) to provide essential services, including maintenance of the ELPS bus fleet, snow plowing services and maintenance of a number of school athletic fields. In addition, the City manages MacDonald Middle School's 26 mid-Michigan Middle School League athletic teams and offers the Before & After School Childcare program out of four



East Lansing firefighter/paramedic John Newman participates in a high-angle rescue training exercise alongside firefighters from throughout the region.

of the six ELPS elementary schools.

On the public safety front, the East Lansing Fire Department (ELFD) partners with a consortium of regional and state fire departments to provide mutual aid and special operations during times of large-scale emergency events. The ELFD technical rescue team is part of the Lansing Metro Response Team, which is part of the Michigan Urban Search and Rescue (MUSAR). Through



continued on page 2



Manager's Message

Several weeks ago, the East Lansing City Council, along with senior city staff, took part in an annual "retreat" for the purpose of sharing information about key accomplishments from the past year and to discuss the City's fiscal circumstances as we prepare the FY 2012 budget.

Despite our considerable financial challenges, we have been able to accomplish virtually all of the goals set forth in the City's Strategic Priorities.

Also noteworthy is our participation in numerous collaborative efforts. We are nearing the completion of a consolidated 911 Center and this past fall, we entered into shared service agreements with Meridian Township for assessing and inspection services. East Lansing is also participating in ongoing discussions regarding regionalizing fire service.

While we are proud of the significant efforts put forth this past year, going forward will be more challenging than ever. In addition to managing legacy costs and health care cost increases, we also face a growing need to reinvest in our capital assets such as facilities and infrastructure. There are no easy answers as these challenges are compounded by a certain reduction in revenue sharing by the state, which has its own fiscal concerns. However, we will continue to approach our fiscal challenges in a balanced fashion and expect that City of East Lansing employees will do their part to assist in this effort.

Warm Regards,

Theodore J. Staton
East Lansing City Manager

Crystal Awards Reception

The 2011 Crystal Awards reception will take place Thursday, April 21 at 5 p.m. at the East Lansing Hannah Community Center, 819 Abbot Road.

This free reception, hosted by the East Lansing City Council, honors the unsung heroes of East Lansing, whether they are individuals, businesses, groups or organizations.

Community members are invited to come help the City Council recognize the tremendous efforts of this year's recipients at



Carol Luster, a 2010 Crystal Awards recipient, speaks at last year's reception.

the open-to-the-public reception. Those that attend will enjoy light desserts and refreshments, mingling with other community members and a special program. Call (517) 319-6927 for more information.



East Lansing maintains a number of athletic fields and manages 26 middle school athletic leagues for East Lansing Public Schools.

"Partners" continued from Page 1

MUSAR, ELFD has made a number of activations to various disasters throughout Michigan. Specialized training includes ice rescue, confined space, trench rescue, hazardous materials, building collapse and high/low-angle rescue.

The East Lansing Police Department (ELPD) also partners with regional law enforcement on the Tri-County Metro Narcotics Squad, Major Crime Task Force and Regional Tactical Team. ELPD also provides mutual aid and is working alongside the City of Lansing and Ingham County to

open a consolidated 911 Dispatch Center for the region in early 2012.

On the economic development front, the City is a part of the Local Development Finance Authority for the Lansing Regional Smartzone and has been a state leader in the new economy movement. In addition to opening the East Lansing Technology Innovation Center in 2008, the City recently partnered with msuENet to launch The Hatch for regional student entrepreneurs.

View a complete list of City collaborations and partnerships at www.cityofeastlansing.com/collaborate.

First Responders Save Student's Life

Mary Campbell, a Michigan State University student who went into cardiac arrest on Halloween night of 2010, recently stopped by the East Lansing Fire Department (ELFD) to meet and express her gratitude to the first responders who worked together to save her life.

Despite the busy Halloween night shift, first responders with ELFD and the East Lansing Police Department (ELPD) arrived at Mary's residence within less than a minute of the 911 call. Campbell was in full cardiac arrest upon arrival, but through excellent care and team work the responders were able to re-establish Mary's heart rhythm and pulse. Mary was transported to Sparrow Hospital, where she continued to recover and was



Mary Campbell (fourth from left) stands with the ELFD and ELPD first responders who worked together to save her life on Halloween night of 2010.

eventually discharged.

Mary's mother had this to say, "I have a beautiful daughter who is planning her

future, when I could have been planning a funeral. We are so thankful for everything that you all did to save her life."

Veterans' Court Celebrates First Year

The Ingham County Veterans' Treatment Court will celebrate its first successful year in existence this month.

Launched in 2010, the court is a cooperative effort of the U.S. Department of Veterans Affairs; the Ingham County Circuit Court; the 54-A, 54-B and 55th District Courts; as well as Ingham County prosecuting officials, police agencies and the criminal defense bar. The court, housed in East Lansing's 54-B District Court, offers medical services and mentoring to area veterans who have been charged with a crime and/or suffer from problems stemming from their military service. The court works to address criminal behavior by treating underlying problems, such as drug addiction, alcohol abuse, post-traumatic stress disorder and traumatic brain injury. Veterans that go through the court receive treatment and counseling specifically related to their case and meet regularly with an assigned veteran mentor.

"The Veterans' Treatment Court offers a second chance to struggling veterans. They put themselves in harm's



Michigan Supreme Court Justice Marilyn Kelly spoke at the press event for the new court in 2010.

way for our country and deserve a chance to get their lives back on track," said East Lansing 54-B District Court Judge David Jordon. Judge Jordon was largely responsible for initiating this new program.

Medical Marihuana

East Lansing City Council is currently considering two versions of substitute ordinance 1245C, which would regulate the distribution of medical marihuana in the City.

The ordinance states that a primary caregiver (a person registered under the Michigan Medical Marihuana Act) cannot dispense marihuana out of his/her home or place of business with the exception of a licensed business located within a B-4 district (professional office buildings). One version of the ordinance would allow primary caregiver operations and/or dispensaries to operate in the City and the other would consolidate primary caregiver operations and dispensaries as one use and prohibit on-premise consumption. In both cases, a special use permit would need to be obtained by the property owner and the applicant would need to undergo a review process with the East Lansing Planning Commission and City Council. A business license would also need to be obtained by the caregiver.

Ordinance 1245C has been deferred to the City Council's March 15 meeting. Visit www.cityofeastlansing.com/mma to learn more.

IT'S YOUR BUSINESS

Jeanologie XX/XY

Boutique opened in downtown East Lansing in summer of 2010.

Owned and operated by a mother-and-daughter team, the boutique features the latest trends in men's and women's fashion and offers a big city feel inspired by the streets of New York City. The store's inventory includes everything from cocktail dresses to shoes, accessories, purses, jeans and tops.

Jeanologie also serves as a fashion incubator, linking up with students in MSU's apparel and textile design program to feature new talent. Jeanologie co-owner Michelle Gross, an MSU graduate with a degree in apparel and textile design, is working with her former professors to offer excellent opportunities to current students in the program. Visit www.jeanologie.com or search for the business on Facebook to learn more.



Jeanologie opened in downtown East Lansing in 2010. The business features designer clothing, shoes and accessories

City Reviews Accessibility

East Lansing is conducting a review of how well it provides access to its facilities and programs for those with physical limitations.

A team of employees will evaluate every public property to assure that features necessary for accessibility are provided. City programs and events will also be evaluated to assure everyone has the physical ability to participate.

The Americans with Disabilities Act and Michigan Construction Code will be used as guidelines to rate accessibility. If deficiencies are found, a plan will be created for making those elements meet or exceed the standards.

The public is encouraged to notify the City of any areas where accessibility is not adequate. Send concerns to hasch@cityofeastlansing.com.

U2 Concert to Take Place on MSU's Campus in June

The U2 concert originally scheduled for summer 2010 has been rescheduled for June 26, 2011.

The concert, which falls on a Sunday, will take place at Spartan Stadium. An estimated 70,000 visitors will be making their way to Greater Lansing for this historic event, generating an extremely positive economic impact for business districts and hotels alike.

Similar to a football Saturday, there will be special parking throughout the community, including

affordable parking in downtown East Lansing. The City will be working closely with businesses to create a lively atmosphere in the downtown with food and drink specials, outdoor sales and other fun activities.

Community members in the Greater Lansing region, especially those living in the neighborhoods surrounding campus, should note that noise levels will be high during the concert.

Find more information at www.cityofeastlansing.com/U2.

City Utilizes Social Media to Reach New Audiences

Much like other communities across the world, the City is utilizing social media sites to communicate with its residents and supporters.

The City has a new Facebook page (search

"City of East Lansing") and is also on Twitter at www.twitter.com/CityofEL.

The City also offers a number of e-newsletters to residents. Residents can sign up for e-newsletters at www.cityofeastlansing.com/news.

JEANOLOGIE

Business Quick Facts

Address: 303 M.A.C. Ave.

Business Hours:

Monday noon-7 p.m.

Tuesday-Saturday 11:30 a.m.-7:30 p.m.

Sunday 11 a.m.-5 p.m.

Phone: (989) 560-5535



Call to Sponsors for City Festivals

Organizers of the East Lansing Art Festival (ELAF) and Summer Solstice Jazz Festival (SSJF) are currently seeking sponsors and volunteers for their 2011 events.

The ELAF draws a crowd of approximately 70,000 visitors to downtown East Lansing each May with its showcase of more than 200 artists from across North America. This year's festival will take place Saturday, May 21 and Sunday, May 22. Contact the ELAF Office at (517) 319-6804 or visit www.elartfest.com to learn more about sponsorship and volunteer opportunities.

The SSJF is a two-day, multi-venue, jazz-infused weekend hosted by the City of East Lansing, Wharton Center for



The Summer Solstice Jazz Festival is currently seeking sponsors and volunteers for its 2011 event.

Performing Arts and the MSU College of Music each June in downtown East Lansing. This year's festival will take place Friday, June 17 and Saturday, June 18.

Contact Ami Van Antwerp at (517) 319-6927 or visit www.eljazzfest.com to learn more about sponsorship and volunteer opportunities.

The Hatch Now Open in Downtown

The Hatch, a student incubator in the works for more than two years, has officially opened in downtown East Lansing.

Largely run by students at Michigan State University, the incubator provides office space and support for up to 15 student-run startups. It is located in a 1,500-square-foot space at 325 E. Grand River Ave., home of the East Lansing Technology Innovation Center.

Student entrepreneurs can lease office space in The Hatch for their business ventures for \$75 (undergraduate) or \$100 (graduate) a month, gaining them access to shared office amenities, vital business resources and tips from local experts.

The Hatch was created by the City of East Lansing and Michigan State University, with support from Lansing Community College, the Lansing Economic Area Partnership (Leap, Inc.) and Prima Civitas Foundation.

The \$48,000 build-out was initially funded by the City, a cost that will be recouped by annual MSU payments over a three-year period. MSU will



cover the costs of the build-out, rent and a paid intern.

Since its opening, The Hatch has garnered four undergraduate tenants (as of Feb. 1). The first tenant, Jolly Digital, is an educational online gaming business started by MSU student Bryce Colquitt. Colquitt is a senior studying English literature. The other businesses include Yu Consulting, a business consulting service; a talent agency started by Shawn Whitehead; and Skole Business Opera, a venture that provides resources to entrepreneurs looking to get a business off the ground.

Students can learn more about The Hatch at www.twitter.com/The_Hatch or www.cityofeastlansing.com/hatch.

FEMA Flood Maps

The Federal Emergency Management Agency (FEMA) has developed new flood plain maps for the portion of the City of East Lansing in Clinton County.

These maps identify several formerly exempt properties as being in the flood plain. A property in the flood plain is often required by lenders to carry expensive flood insurance. Homeowners on properties that were added to the flood plain should take prompt action to protect their interests.

Some properties are only partly in the flood plain and may be able to avoid flood insurance requirements by obtaining a letter of map revision that establishes their building elevation is higher than the flood elevation. A letter of map revision request must show an engineer has established that no part of the building is within the flood plain and must be approved by FEMA.

The maps were developed to discourage development in areas likely to experience significant flooding. The areas included in the flood plain have a 26 percent chance of experiencing a flood in a 30-year period. FEMA hopes to mitigate costly disaster responses through the flood program.

Electronic copies of the flood maps can be viewed at www.cityofeastlansing.com.

LIBRARY

National Library Week Activities Planned at ELPL

The East Lansing Public Library will join other libraries across the nation in celebrating National Library Week April 10-16.

This year the American Library Association has chosen the theme “Create your own story @ your library®.”

With that in mind, ELPL

staff have planned a number of related activities for the community, including book group discussions of various memoirs, a special memoir workshop on Monday, April 11 and a “Genealogy of Your Home” program on Wednesday, April 13.

Call (517) 351-2420 for more details on these events.

ELPL Now Offers eBooks

ELPL patrons can now checkout eBooks and eAudioBooks anytime, anywhere.

Patrons can visit www.elpl.org to access the library’s collection. The library’s eBook collection

can be viewed on the following devices: Nook, Sony E-Reader, tablets, some Smart Phones and personal computers. Patrons can schedule an appointment for one-on-one help by calling (517) 351-2420 ext. 3.

New Library Book Groups

ELPL has launched two new book groups.

First Fiction will meet March 24 to discuss “Loving Frank” by Nancy Horan and April 28 to discuss “Little Giant of Aberdeen County” by Tiffany Baker. The Better

Living Book Club will meet March 7 to discuss “Thanks!” by Robert Emmons and April 4 to discuss “Unclutter Your Life in One Week” by Erin Rooney Doland.

Call (517) 351-2420 to learn more.



ELPL welcomed a new director, Kristin Shelley, in January. Shelley was selected from a pool of more than 25 applicants following a 2010 nationwide search.

Kristin Shelley Steps into New Role as ELPL Director

The East Lansing Public Library (ELPL) welcomed a new director, Kristin Shelley, in January of this year.

Following a nationwide search, Shelley was selected from a pool of more than 25 applicants to serve as the new ELPL director. A search committee comprised of community stakeholders, East Lansing City Councilmembers and members of the ELPL Board of Trustees conducted interviews and came to a

unanimous consensus last fall.

Shelley most recently served as the deputy director of the Worthington Libraries, located in Worthington, Ohio. She previously worked as a librarian in the Columbus Metropolitan Library system.

Shelley replaces former ELPL director, Sylvia Marabate, who retired last June. Community members are encouraged to stop in and say “hi” to Kristin next time they are nearby ELPL.

SCHOOLS

Small Animals Day at MSU

Community members of all ages are invited to Michigan State University's annual Small Animal Day, hosted this year on Saturday, April 16 from 8 a.m.-1 p.m.

Participants can park in the commuter lot located on the southwest corner of Mt. Hope Road and Farm

Lane and pay \$2 to take a CATA bus to the various MSU livestock facilities. Participants can get an up-close look at cows, pigs, sheep, horses, chickens and a variety of other animals.

This free event is great for kids! The last bus will leave the lot at 12:30 p.m.



CRC interns, pictured at a pumpkin carving event last fall, host a number of community-building events each semester. PHOTO BY MARILYN CROWLEY

CRC to Build Community at Upcoming Events

The Community Relations Coalition (CRC) interns are busy at work planning another semester of events to bring together members of the East Lansing community.

This semester, the CRC is partnering with local community associations on a number of events. The CRC interns will be co-sponsoring an MSU International Coffee Hour with the Red Cedar Neighborhood Association on March 25 and helping to plan an Interfaith Dialogue event with the Red Cedar Neighborhood Association on April 16.

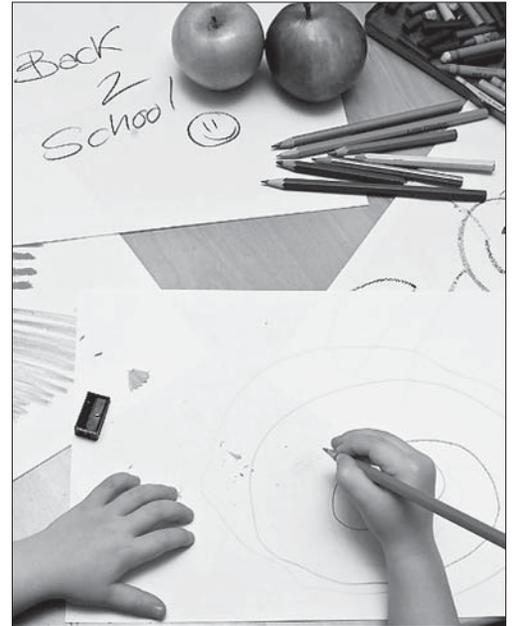
The interns are also coming up with ideas for several other community-building events in their neighborhoods. Visit www.WeAllLiveHere.org for more information on these events and the CRC.

Achievement Gap Task Force Established by ELPS

East Lansing Public Schools embarked on a comprehensive review of student performance related to under performing students in 2008.

At the behest of the ELPS Board of Education, Superintendent David Chapin contracted with Dr. Dorinda Carter Andrews, Ed.D of Michigan State University to conduct onsite research focused on the achievement gap of the district's under performing students. Dr. Carter's work was prefaced by the district's interest in addressing critical issues and challenges as defined by the district's strategic plan.

Subsequently, Dr. Carter produced an extensive report outlining eight high priority recommendations to the ELPS Board for their consideration. The recommendations included developing and implementing a gap-closing action plan; establishing an Achievement Gap Task Force; developing teacher study groups/professional learning communities; establishing regular community dialogue about the achievement gap; increasing and formalizing accountability measures through the district; establishing clear methods to recruit and retain a culturally diverse staff; developing a



East Lansing Public Schools has a firm commitment to the success of all of its students.

clearinghouse of resources on cultural relevance, cultural competence and cultural inclusivity; and establishing programming specific to meeting the needs of the district's under performing students.

Dr. Chapin, with the support of the ELPS Board, has established an Achievement Gap Task Force made up of community and school stakeholders to address each of Dr. Carter's recommendations.

ELPS is committed to and supportive of the challenges identified by the community and no challenge is more important than the achievement of all ELPS students.

ELPS' work with the achievement gap connects not only to the district's strategic plan, but also the district's mission: Nurturing Each Child, Educating All Students and Building World Citizens.

DIALOG



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Councilmember Roger Peters

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Published for the information of East Lansing residents. If you have questions or need more information call (517) 319-6873, write *Dialog*, 410 Abbot Road, East Lansing, MI 48823, or e-mail mfrey@cityofeastlansing.com.

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COMMUNITY EVENTS

Mom Son Super Hero Dance

March 15 from 7-8:30 p.m.

This popular annual dance is held at the East Lansing Hannah Community Center, 819 Abbot Road. Moms and sons can enjoy dancing, games and a whole lot more. Cost is \$14 per person. Advance ticket purchase is required. Call (517) 333-2580 ext. 0 for more information.

Crystal Awards

April 21 at 5 p.m.

Community members are invited to a free public reception honoring individuals, groups, organizations and businesses that have gone above and beyond to enhance the quality of life in East Lansing. The reception will be held at the East Lansing Hannah Community Center, 819 Abbot Road. Call (517) 319-6927 for more information.

East Lansing Art Festival

May 21, 10 a.m.-6 p.m.

May 22, 10 a.m.-5 p.m.

The 48th Annual East Lansing Art Festival will bring more than 200 artists and an estimated 70,000 visitors to downtown East Lansing. The event also features live music, a children's activities area and an international-style food court. Visit www.elartfest.com for more information.

Project Pride

June 4, 8 a.m.-3 p.m.

East Lansing residents can donate unwanted household items for recycling or reuse at this annual spring community cleanup. The event will be held at the Abbott Center, 1400-1500 Abbot Road. Bring proof of residence. Call (517) 337-9459 for more information.

Summer Solstice Jazz Festival

June 17-18

This popular, free festival features an ensemble of talented local and international jazz artists. The two-night event is brought to the community by the City of East Lansing, Wharton Center for Performing Arts and the MSU College of Music. Visit www.eljazzfest.com or call (517) 319-6927 for more information.

U2 Concert at Spartan Stadium

June 26 at 7 p.m.

Tickets are still available for the June 26, 2011 U2 concert at Spartan Stadium. Original tickets purchased for the rescheduled June 30, 2010 concert will be honored at the door. Community members should note that noise levels will be high during the concert. Visit www.cityofeastlansing.com/U2 for more information.

