



2025 Training Strategy

(Council/Planning Commission/Zoning Board of Appeals/Marihuana Licensing)

The City of White Cloud is an active participant in the Redevelopment Ready Communities (RRC) process which supports communities' efforts to foster economic and community development through a predictable and proactive approach to planning and development. One component of the RRC framework is to establish yearly training goals for development-related boards and commissions. This strategy outlines the village's training expectations and framework and establishes priorities for each board. It is updated at the beginning of each year to stay relevant to changing trends.

TRAINING FRAMEWORK

Funding:

The city establishes funding for each board. For the 2025-26 fiscal year, funding is \$1,500 for council, \$2,000 for the City Clerk (who handles development requests), \$500 for Planning Commission and \$500 for marihuana licensing board. Funding requests will be most favorably considering when directly related to a priority topic established in this strategy.

Consistent Encouragement:

The City includes training opportunities as an agenda item and provides the information in their prepared meeting packets. This offers a chance to remind members of upcoming trainings, allow time for at-meeting training, and promotes continuing education.

Sharing Outcomes:

City officials are asked to provide a short verbal report at the next meeting following any training event and share any helpful materials, recordings, or handouts. This helps increase the city’s return on investment in terms of time and cost.

Primary Goals & Training Methods:

For the year 2025, the City of White Cloud has established the following goals for training. The City staff will plan for at least one-at meeting event for each board annually; these could be short presentations, watching a short video together, attending a webinar together, reading and discussing an article, etc. The City encourages officials to pursue training methods which make the most sense for them individually outside of meetings. Training should be a combination of new information and the basics to help officials stay up to date on existing documents and responsibilities.

Community Partnerships:

The City will continue to seek partnerships with additional community groups to enhance training opportunities and share costs.



2025 TRAINING PRIORITIES

City Council

The City Council is responsible for key aspects of the City’s developing efforts including adoption of zoning amendments, budgets, approving economic development incentives, and more. The council meets monthly for regular business.

Priority Topic	Related to	Potential Resources
Municipal Fiscal Sustainability	Board’s Role	Fiscally Ready Communities, (Treasury), MML
Parliamentary Procedure	Board’s Role	MML, County Administration, Robert’s Rules
Opening Meetings Act (1973 PA 267)	Board’s Role	MML
Freedom of Information Act (1975 PA 442)	Board’s Role	MML, MSP
The Michigan Planning Enabling Act (2008 PA 33)	Board’s Role	MML, MEDC, MI Planning
Revise Zoning Ordinance	Board’s Role	MML, MSU Extension
State Ethics Act (1973 PA 196)	Board’s Role	MML

Planning Commission

The Planning Commission is tasked with developing and implementing the master plan, developing and maintaining the zoning ordinance, reviewing site plans, and implementing parts of the economic development strategy. The commission meets monthly.

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Priority Topic	Related to	Potential Resources
Annual Plan Progress Review	Master Plan/Goals	Annual Report, PC Chair
Site Plan Reviews, Special Land Use, Master Plan, Zoning Ordinance	Board's Role	Zoning Administration, City Staff, MML, MSU Extension

Zoning Board of Appeals

The ZBA meets as needed throughout the year and is charged with reviewing variance requests and appeals. Training for this board is likely to occur almost exclusively at meetings throughout the year. Typically, Ryan Coffey, from MSU Extension provides training for the Zoning Board of Appeals.

Priority Topic	Related to	Potential Resources
Variances	Board's Role	Zoning Administrator, MEDC Training Module, MSU Extension, MML
Final Zoning Decisions	Board's Role	MSU Extension