

Issues and Answers  
WILZ Cumulus Media –  
Saginaw, MI

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Compiled and submitted by:  
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Chris Monk

Regional Vice President/Market Manager

Cumulus Media-Ann Arbor/Flint/Saginaw

## ISSUES AND ANSWERS (October - December 2023)

Air date: October 1, 2023

Guest: Greg Salisbury – Vice President of Electric Distribution

Michiganders have not been immune to severe weather changes happening around the globe. Ice storms, 60+ mph winds and multiple late summer tornadoes are part of a broader trend challenging energy grids nationwide. The last four-year period in Michigan has seen wind-speed averages twice as high as any similar period in the last 20 years.

Consumers Energy's Reliability Roadmap is a blueprint to strengthen Michigan's electric grid that includes the new long-term goals:

- No customer will be without power for more than 24 hours.
- No outage will affect more than 100,000 customers.

The Reliability Roadmap includes a variety of steps to achieve these goals, including:

- **Tree Trimming:** Significantly increasing and staying at the cycle time needed to keep our lines clear of interference from trees, which is the most effective way to prevent and shorten power outages and improve system reliability.
- **Infrastructure upgrades:** Expanding and accelerating replacement or rebuild of poles, expand undergrounding power lines where it makes sense, and organize circuits more efficiently.
- **Grid modernization:** Enhancing the ability for smart meters, sensors and automation devices to work together to help monitor, isolate and automatically respond to interruptions more effectively.
- **Equity and environmental justice:** Sustaining our commitment that all communities will experience the benefits of the Reliability Roadmap and can participate in the clean energy transformation.

Air date: October 8, 2023

Guest: Craig Goslin, President and Managing Partner of The Saginaw Spirit

We interviewed Craig in regard to the upcoming Canadian hockey League Memorial Cup 2024. This tournament will bring between \$20 and \$25 million into the coffers of Mid-Michigan business owners. As the city of Saginaw gets ready for the Canadian Hockey League Memorial Cup next year, the Dow Event Center is making preparations of its own.

Construction on the center and the arena is already underway in a \$9.3 million dollar renovation project. Upgrades include a new ceiling inside the arena, upgraded and additional suites, locker rooms, bathrooms, the addition of elevators, new lighting, new corner ice scoreboards and an LED ribbon wrapped around the upper level of the arena.

Saginaw Spirit President and Managing Partner Craig Goslin says one of the new features is a 24 foot by 10 foot curved LED display in the welcome atrium.

Air date: October 15, 2023

Guest: Eugene Seals Jr. – Director of Member and Sponsor Sales for the Saginaw County Chamber of Commerce

We spoke with Eugene regarding the importance of joining the Saginaw County Chamber of Commerce. The benefits for members, the networking opportunities, and leadership training. We also touched on the events the Chamber has planned this Fall...like the Fright Night Halloween event at The Temple Theatre in Saginaw on Saturday October 28<sup>th</sup>. Also discussed the benefits for non-profit organizations to join the Chamber. The Chamber will host an event for non-profits called “Nonprofit Navigator” on Tuesday November 14 at the Horizons Conference Center in Saginaw. The event will focus on setting up a non-profit and how to form a board for that non-profit.

Air date: October 22, 2023

Guest: Holly Reed, Vice President, Talent and Economic Development for Saginaw Future

We spoke with Holly in regard to the Coming Home Hiring Event organized by Saginaw Future and other area groups. Coming Home East Michigan is for more than just administrative positions. Our employers are hiring in nursing, skilled trades, finance, engineering, teaching, construction, sales, marketing, municipal positions and more. Join us for complimentary beverages and appetizers and mingle with our outstanding employers.

October 26, 2023  
Pierce Road Bar and Grill  
2903 Pierce Rd.  
Saginaw, MI 48604

Retaining and attracting talent is the number one issue for both existing companies and those considering a location in the Great Lakes Bay Region prompting Saginaw Future Inc., Arenac County Economic Development Corporation, Bay Future, Inc. and the Midland Business Alliance to spearhead the talent attraction and retention initiative.

Air date: October 29, 2023

Guest: Jim Couture, Director of the Saginaw County Sports Hall of Fame

Established in 2002, SAGINAW COUNTY SPORTS HALL OF FAME is dedicated to recognizing and honoring local athletes in the diverse community of Saginaw County, MI. With sports membership options and regular outings for players and fans, our Michigan sports hall of fame strives to honor excellence and hard work in the sports community.

Air date: November 5, 2023

Guests: Nicole Luczak and Lindsay Lydy from the Junior League of the Great Lakes Bay Region

We interviewed them regarding the Festival of Trees event. The fundraiser for the Junior League of the Great Lakes Bay Region is held November 10-12 at the Great Hall Conference Center in Midland/

Air date: November 12, 2023

Guest: Jennifer Naegele, the council director for Girls On The Run Great Lakes Bay Region.

Girls on the Run inspires individuals of all abilities to recognize their unique strengths, while building a sense of connection in a team setting. Volunteer coaches facilitate lessons that blend physical activity with life skill development to enable team members to adapt to whatever comes their way. At the end of the season, the team completes a 5K together, which provides a tangible sense of accomplishment and sets a confident mindset into motion.

Air Date: November 19, 2023

Guest: Tina Swanton – CEO of the Saginaw Community Food Club & Kitchen

A new and different grocery store is coming to Saginaw in 2024, thanks to the hard work and support of local organizations and people passionate about reducing hunger, improving food access, and improving health outcomes in Saginaw.

According to newly appointed CEO Tina Swanton, the Saginaw Community Food Club & Kitchen is a nonprofit, membership based, grocery store that will be constructed in 2024 at 1910 Fordney Street. Saginaw City Council approved the lease for the land last night. The site, formerly occupied by Big Brothers, Big Sisters, is located along a major STARS bus route to and from several of Saginaw's east and west-side neighborhoods without full-service grocery stores.

Under Swanton's leadership, the Food Club has already raised \$4 million of the \$5 million start-up funds it needs, including grants from the United State Department of Agriculture, ARPA funds from both the City of Saginaw and Saginaw County, as well as donations from several local organizations and foundations. Fundraising for the final \$1 million continues, with groundbreaking scheduled for spring 2024.

The Food Club will feel and act like a grocery store but with an innovative approach to pricing, Swanton explains. Members will shop with points – fruits and veggies listed as the fewest points, while snacks and processed foods higher points. Monthly memberships will range from \$12-\$16 using a sliding scale based on household income and size and points assigned based on number in the household.

The Food Club is modeled after a statewide network of food clubs, including locations in Grand Rapids, Ludington, and Holland, which have successfully helped members achieve healthier eating, consistent meals, and household stability

Air Date: November 26, 2023

Guests: Kim Rowan, organizer of a fundraiser called It Takes a Village and Mary Tewksbury from an adoption agency called Adoption Option

Adoption Option Inc. was initially founded to provide adoption services, help children in the foster care system and to share free information about adoption and foster care. Since inception we have provided home studies for many types of Michigan families. We have provided services to families adopting domestically, both

to children located inside and outside the State of Michigan. Later we began offering foster licensing and foster care services.

Air Date: December 3, 2023

Guest: Mary Ida Doan, founder of the Santa House of Bay City

Bay City's Nate & Mary Ida Doan Santa House opened for the Christmas season the Saturday after Thanksgiving, and kids can see Saint Nick there through Dec. 22.

Santa Claus arrived by train Saturday evening, Nov. 25, and was greeted by a crowd.

"Head Elf" Mary Ida Doan estimated 300 to 400 people were there to watch Santa arrive, and about 225 came through the Santa House opening night.

Air Date: December 17, 2023

Guest: Jeff Larsen, Chief Growth and Development Officer, Great Lakes Bay Health Centers

Great Lakes Bay Health Centers is a Federally Qualified Health Center, and receives about 15 percent of its funding from a federal grant. This grant allows the organization to care for the 25 percent of its patients who are uninsured. Our 33 centers and sites serve residents in a 16-county region and beyond.

GLBHC is a 501C3 non-profit S corporation run by a patient majority board of directors, not a government agency. Funding for patient services primarily comes from reimbursement from insurance companies, mostly Medicaid. State and local grants, along with donations, allow the organization to provide special services that aren't reimbursed, such as transportation. We are very thankful for all community support and partnerships!

**Air Date: December 24, 2023**

**Guests:** Mid-Michigan Children's Museum's Ann Doyle President/CEO  
And Emily Schmidt Special Events Coordinator

As a 501(c)(3) nonprofit organization, MMCM's mission is to provide a hands-on, "Play and Learn" environment that engages and motivates children to use their curiosity and creativity to learn about the wonders of our world. They opened our doors to the public in June 2008. Their bright, friendly building was planned, designed and built just for kids! With over 16,000 square feet of gallery space, each gallery has been developed around school curriculum with input from children's museum specialists, educators and kids. From wet water exploration to fast-paced automotive adventures, they are excited for children birth to 10 years old and their caregivers to explore our hands-on museum.