

CITY OF STERLING HEIGHTS
Regular Meeting of the
LOCAL DEVELOPMENT FINANCE AUTHORITY
6633 18 Mile Road, Sterling Heights
VELOCITY BUILDING
July 29th, 2025
8:00 AM

MEETING CALLED TO ORDER

8:04AM

PLEDGE OF ALLEGIANCE

ROLL CALL

In Attendance: Ted Chudzik, Michael Balsamo, Phil Hunsberger, Riley Maher, Vicki Rowinski, Sameer Mansoor, Lauren Johnson, Stacy Ziarko, Jeanne Schabath, Aj Doppke
Not in Attendance: Susan Andrzejewski, Vicki Malinowski, Geoffrey Clark

Also in Attendance: Paula Macpherson, Luke Bonner, Scott Kalinowski

APPROVAL OF AGENDA

Approval of Special Meeting 4/24/25

Motioned by: Phil Hunsberger
All in favor: ayes

Seconded: Riley Maher

Approval of 5/20/25 Meeting

Motioned by: Phil Hunsberger
All in favor: ayes

Seconded: Riley Mager

CONSENT AGENDA

NEW BUSINESS

- 1.) To consider the approval of the new cleaning company Immaculate Services LLC
- 2.) To consider the agreement of Contract with Hank Clement to provide Marketing Services

OLD BUSINESS

PUBLIC COMMENT

ADJOURNMENT

8:50AM

Motioned by: Stacy Ziarko
All in favor: ayes

Seconded by: Jeanne Schabath

VELOCITY UPDATES

CITY OF STERLING HEIGHTS
LOCAL DEVELOPMENT FINANCE AUTHORITY
MINUTES OF THE REGULAR MEETING
July 29th, 2025
6633 18 Mile Road, Sterling Heights, MI 48314
Velocity Building

New Business

- 1.) **To consider the approval of the new cleaning company Immaculate Services LLC**
 - Scott Kalinowski to discuss
- 2.) **To consider the approval of hiring Hank Clement to provide the marketing services and products for Velocity**
 - Paula Macpherson to discuss



**Business of the LDFA
Sterling Heights, Michigan**

Item No:
Meeting: 7/29/25 LDFA

AGENDA STATEMENT

OMB AS03 Rev. 3/18

Item Title: Velocity Janitorial Services

Submitted By: Scott Kalinowski, Building Manager

Contact /Telephone: Scott Kalinowski

Administration (initial as applicable)

Attachments

<input type="checkbox"/> City Clerk	<input type="checkbox"/> Resolution	<input type="checkbox"/> Minutes
<input type="checkbox"/> Finance & Budget Director	<input type="checkbox"/> Ordinance	<input checked="" type="checkbox"/> Plan/Map
<input type="checkbox"/> City Attorney (as to legal form)	<input type="checkbox"/> Contract	<input checked="" type="checkbox"/> Other
<input type="checkbox"/> City Manager		
<input type="checkbox"/> Check box if this agenda item requires billing/revenue collection (fees, etc.) by Treasury Office		

Executive Summary:

Our prior vendor, Black Widow ENT LLC had abruptly quit due to unforeseen circumstances outside of their control. In the past month, we have given a shot to a prior Cohort member and business owner to provide cleaning services to the building. They are matching the price of \$400.00 per week as we previously paid while providing a higher level of service and additional services to us (\$20,800) total.

Suggested Action:

Resolved, to approve Janitorial Service vendor of Immaculate Services LLC

Contractor to be paid from other contracted services GL # 250.728.003.826.000

Motioned by: Phil Hunsberger
All in favor: ayes

Seconded: Laurel Johnson

Immaculate Services LLC

Janitorial Services



Highly Professional, Highly Trained and Cost Effective Cleaning Services

CAPABILITY STATEMENT



OVERVIEW

Immaculate Services, LLC. is a Janitorial Cleaning Services focused on delivering a clean and sanitize environment to our clients through Post Construction, Janitorial, Healthcare, Housekeeping, Airbnb, Moving/ Relocation and Preventive Maintenance.

With over 5 years of experience with Janitorial & Preventive Maintenance sectors, with a naturally lifetime of being clean an acquired behavior to our business. Immaculate Services is a family-owned business with "NO MIDDLE MAN" that prevents higher cost to our clients. Our company works with mostly commercial as well as healthcare clinics throughout the state. Their references are our proof.

DIFFERENTIATORS

- Excellent Cleaning Ethics
- Cost- consciousness, UNFRANCHISED
- Customized Cleaning Programs
- Biodegradable Cleaning Products

CORE COMPETENCIES

IMMACULATE SERVICES, LLC. is an established janitorial business that offers varies types of cleaning services competence to our clients needs. While providing a cautionary approach to engage with systems and procedure plans for long term relations.

- Construction Clean-ups
- Airbnb and Apartments Clean-ups
- Event Cleaning
- Floor Care (Buff, Scrub, Seal and Polish)
- Window Clean-up (Single Story Business)



COMPANY DATA

Business Name: Immaculate Services LLC,
14191 Lakeside Blvd. N.
Shelby Township MI 48315
Direct Line: 313.459.3993
customerservice@immaculateserv.com

PERFORMANCE

- InfuSystem
- Schaeffler
- Ascent Aerospace
- Tweedle
- SMC
- Michigan Institute of Urology



Business of the LDFA
Sterling Heights, Michigan

Item No:
Meeting: 7.15.25 LDFA

AGENDA STATEMENT

OMB AS03 Rev. 3/18

Item Title: Hank Clement, Marketing Manager Contract

Submitted By: Paula Macpherson, Executive Director, Velocity

Contact /Telephone: Paula Macpherson 586.604.9940

Administration (initial as applicable)

Attachments

—	City Clerk	X	Resolution	—	Minutes
—	Finance & Budget Director	—	Ordinance	—	Plan/Map
—	City Attorney (as to legal form)	—	Contract	—	Other
—	City Manager				

Check box if this agenda item requires billing/revenue collection (fees, etc.) by Treasury Office

Executive Summary:

The agreement is between Hank Clement and the City of Sterling Heights, MI, LDFA for renewal of contract with the following terms:

Contract to begin July 22, 2025 - July 22, 2026 with standard evergreen renewal unless terminated by either party. Hank will replace our existing marketing firm. He will provide:

Marketing & Communications Scope of Work:

- i. Manage and maintain the Velocity website.
- ii. Oversee and update all social media platforms to ensure a consistent and engaging presence.
- iii. Design all marketing materials for both print and digital use.
- iv. Develop and execute a comprehensive marketing calendar to support program activities and events.
- v. Maintain and update all electronic advertising displays within the Velocity Center.
- vi. Collaborate with the internal team and guest speakers to ensure accurate and timely delivery of marketing campaigns.
- vii. Coordinate with external public relations teams to align press efforts with marketing initiatives.
- viii. Create and implement strategic plans to grow public awareness of Velocity, its programs, and available grant opportunities.
- ix. Produce and promote a monthly newsletter highlighting Velocity news, events, and opportunities.

Suggested Action:

MOVED BY:

SECONDED BY:

RESOLVED, to accept [contract](#) for Hank Clement to provide Marketing Manager services.

Contractor to be paid from Marketing GL # 250.728.003.826.002

Motioned by: Jeanne Schabath
All in favor: ayes

Seconded: Sameer Mansoor

HANK CLEMENT

GRAPHIC DESIGNER

www.hankclementdesign.com

CONTACT

248.895.5396

hcklement71@gmail.com

ABOUT

I pride myself on being a versatile cross-media designer capable of handling a vast array of web, print, and multimedia projects. I am well versed in all areas of Marketing and Graphic Design.

My experience includes work in Art Direction, Digital Marketing, Website and E-Commerce Management, Multimedia, and Prepress.

SKILLS

Internet & Social Media Marketing

Image Retouching & Manipulation

Print Design & Page Layout

Branding & Identity

In-Store & Event Displays

Photoshop

Illustrator

Lightroom

InDesign

Social Media Manager

Google Analytics

Constant Contact

Mailchimp

Shopify

Magento

EXPERIENCE

CREATIVE DIRECTOR/GRAPHIC DESIGNER - K&S DESIGN ELEMENTS

September 2022 - Present | Allen Park, MI

Lead for all product development and final presentation. Create product photos, digital media, and print ads. Creative Director for www.ksdesignelements.com where I am responsible for website look and feel, e-commerce management, and promotions. Manage and/or direct all Social Media & Email marketing, track traffic/response, ROI, and analytics. Work directly with agency to enhance website design, functionality, and traffic.

GRAPHIC DESIGNER - RENEW MEDICAL MANAGEMENT

July 2019 - February 2020 | Auburn Hills, MI

Responsible for creative on all marketing materials. Designed company website and landing pages for various marketing campaigns while collaborating with programmers to ensure proper implementation. Provided creative for all digital marketing including Facebook and Google ads, as well as video stills. Designed and managed all email campaigns. Created all print materials: Books, pamphlets, postcards, and signage. Retouched/prepped patient photos for various forms of media.

GRAPHIC DESIGNER/DIGITAL MARKETING - PELLE PELLE

October 1999 - January 2019 | Rochester Hills, MI

Lead for all marketing materials from conception to campaign. Responsible for directing photo shoots, image selection, color correcting and retouching. Designed all print materials and coordinated with suppliers for final product. Managed Social Media marketing. Generated campaigns, tracked traffic/response, ROI, and analytics. Creative Director for www.pellepelle.com where I was responsible for website look and feel, e-commerce management, and email marketing. Worked directly with programmers to streamline design and functionality.

DIGITAL ARTIST - NTN BUZZTIME

January 1999 - September 1999 | Carlsbad, CA

Conceptualized and designed 2D animation & video stills using Illustrator, Photoshop, and After Effects. Worked as part of a creative team to produce the look and feel of interactive games for a wide variety of topics to challenge contestants in one of the world's largest interactive trivia games.

GRAPHIC DESIGNER - PAGE ONE INTERACTIVE

February 1997 - January 1999 | Hermosa Beach, CA

Project manager on several accounts. Responsible for all graphic design projects: multimedia, print, video, web, etc. Created 2D animation for video broadcast. Took part in everything from producing a music video show to developing interactive and print materials for a wide range of clients. Collaborated with start up companies to establish brand identity. Edited video and audio content for Disney interactive games, and worked hand in hand with Mattel on toy design.

RETOUCHING/PAGE ASSEMBLY - APPLIED GRAPHICS TECHNOLOGIES

August 1989 - January 1997 | Warren, MI

Started at an entry-level position out of High School. Received training and experience in almost every area of Michigan's largest prepress facility. Training included scanning, stripping, film output, and camera work. I spent my last 4 years at AGT working as a Mac Operator. Responsibilities included color correcting/retouching, layout and assembly, as well as color separation. I worked directly with clients to ensure customer satisfaction. Major accounts included various divisions of General Motors giving me the opportunity to work on car catalogs and ads for Chevrolet, Buick, Cadillac, and several others.

Velocity Marketing Independent Contractor Agreement

This Velocity Marketing Independent Contractor (“Agreement”), dated July 22, 2025 (the “Effective Date”), is between the City of Sterling Heights Local Development Finance Authority (“Authority” or “LDFA”) and Hank Clement, an independent Contractor (“Contractor”). Contractor and the Authority are sometimes referred to herein each as a “Party” and together as the “Parties.”

1. **Payment for Contractor Services.** Authority shall cause Contractor to be paid up to \$70,000.00 annually for services as outlined in this Agreement, paid in twelve (12) monthly installments. Contractor shall invoice the Authority no later than the first of the month for services to be provided during that month. The Authority agrees to pay the invoice in full within ten (10) business days of receipt from Contractor.

2. **Contractor Services.** Contractor shall provide the following services:

Marketing & Communications Scope of Work:

1. Manage and maintain the Velocity website.
2. Oversee and update all social media platforms to ensure a consistent and engaging presence.
3. Design all marketing materials for both print and digital use.
4. Develop and execute a comprehensive marking calendar to support program activities and events.
5. Maintain and update all electronic advertising displays within the Velocity Center.
6. Collaborate with the internal team and guest speakers to ensure accurate and timely delivery of marketing campaigns.
7. Coordinate with external public relations teams to align press efforts with marketing initiatives.
8. Create and implement strategic plans to grow public awareness of Velocity, its programs, and available grant opportunities.
9. Produce and promote a monthly newsletter highlighting Velocity news, events, and opportunities.

3. **Term.** The agreement shall be 12 months from the Effective Date, and shall automatically renew, unless or until otherwise terminated pursuant to the terms of this Agreement.

4. **Expenses.** Contractor shall be responsible for all expenses incurred while performing services under this Agreement. This includes license fees, memberships and dues; continuing education and seminar expenses; automobile and other travel expenses; materials and

supplies; meals and entertainment; insurance premiums and cell phone expenses, and any of Contractor's investment (costs, time, etc.) for additional staff needed to fulfill Contractor's work.

5. **Materials.** Contractor will furnish all materials, equipment, and supplies used and if needed to provide the services required by this Agreement.

6. **Independent Contractor.** The Parties agree that at all times and for all purposes under the terms of this Agreement, Contractor's relationship to Authority is that of an independent contractor, and that Contractor shall not be deemed to be an employee, officer or agent of Authority. Each Party will be solely responsible for the acts of its own employees, agents, and servants. No liability, right, or benefit arising out of any employer/employee relationship, either express or implied, shall arise or accrue to any Party as a result of this Agreement. Authority will not withhold FICA (Social Security and Medicare taxes) for Contractor compensation or make FICA payments on Contractor's behalf. Likewise, Authority will not make state or federal unemployment compensation contributions on Contractor's behalf, or withhold state or federal income tax from Contractor's payments. If Contractor files a petition for and receives unemployment compensation, the total amount of unemployment compensation awarded to and received by Contractor shall be deducted from and be an offset against the amount of compensation due and payable to Contractor by Authority under this Agreement. Contractor shall pay all taxes incurred while performing services under this Agreement, including all applicable income taxes and, if you are not a corporation, self-employment (Social Security) taxes. On demand, Contractor shall provide Authority with proof that such payments have been made. The Parties acknowledge and agree that Authority is entering into this Agreement with the reliance on the representations made by Contractor relative to its independent contractor status. In it's capacity as an independent contractor, Contractor agrees to and represents the following:

- A. Contractor has the right and does fully intend to perform services for third parties during the term of this Agreement.
- B. Contractor has the sole right to control and direct the means, manner and method by which the services required by this Agreement will be performed.
- C. Contractor has the sole right to perform the services required by this Agreement at any place or location and at such times as Contractor may determine.
- D. Contractor has the right to hire assistants as subcontractors or to use employees to provide the services required by this Agreement.
- E. The services required by this Agreement shall be performed by Contractor, or Contractor's employees or contract personnel, and Authority shall not hire, supervise, or pay any assistants to help Contractor.

- F. Neither Contractor nor Contractor's employees or contract personnel shall receive any training from Authority in the professional skills necessary to perform the services required by this Agreement.
- G. The Contractor does not receive the majority of its annual compensation from Authority.
- H. Any third-party services or other subcontractors hired by Contractor to assist Contractor in providing his services shall be paid for and be the sole responsibility of Contractor.

7. **Fringe Benefits.** Contractor understands that neither Contractor nor Contractor's employees or contract personnel are eligible to participate in any employee pension, health, vacation pay, sick pay, or other fringe benefit plan of Authority. Authority shall not be obligated to pay you compensation during any period in which you are unable to render the services requested because of sickness, injury, or other disability.

8. **Worker's Compensation.** Authority shall not obtain worker's compensation insurance on behalf of Contractor or Contractor's employees. Contractor will cover himself and any employees he hires with worker's compensation insurance and provide Authority with a certificate of worker's compensation insurance before beginning work.

9. **Insurance.** Contractor, as an independent contractor, agrees to indemnify, defend and hold harmless Authority from any and all liability arising out of or in any way related to Contractor's performance of services during the term of this Agreement, including any liability resulting from Contractor's intentional or reckless acts or omissions or the acts or omissions of the employees or agents of Contractor, and shall maintain its own liability insurance at all times.

10. **No Partnership.** This Agreement does not create a partnership relationship. Contractor does not have authority to enter into contracts on behalf of Authority.

11. **Assignment and Delegation.** Contractor may not assign or subcontract any rights or obligations under this Agreement without Authority's prior written approval.

12. **Severability of Provisions.** If any provision of this Agreement, or its application to any Party or circumstance, is invalid or unenforceable, the remainder of this Agreement and the application of that provision to other Parties or circumstances is not affected but will be enforced to the extent permitted by law.

13. **Governing Law.** This Agreement is made and entered into in the State of Michigan and shall in all respects be interpreted, enforced and governed under the laws of the State of Michigan.

14. **Captions.** The captions, headings, and titles in this Agreement are intended for the convenience of the reader and not intended to have any substantive meaning or to be interpreted as part of this Agreement.

15. **Jurisdiction and Venue.** Any disputes between the Parties over the meaning, interpretation, or implementation of the terms, covenants or conditions of this Agreement that cannot be resolved by informal discussions between the Parties conducted in good faith, may be submitted to the appropriate courts of the State of Michigan.

16. **Amendment.** This Agreement may be amended, or an alternative form of the Agreement adopted only upon written agreement signed by each of the Parties, after any municipal approval as required by law.

17. **Counterpart Signatures.** This Agreement may be signed in counterparts. The counterparts taken together shall constitute a single instrument and agreement.

18. **Government Immunity.** No Party waives any immunity, governmental or otherwise, provided by law.

19. **Entire Agreement.** This Agreement constitutes the entire agreement between the Parties, and replaces and supersedes all prior agreements or understandings between the Parties regarding the subject matter herein.

20. **Termination.** This Agreement may be terminated by either Party for any reason, or no reason at all, after delivery of thirty (30) days written notice to the other Party.

[Signatures On Following Page]

The Parties have executed this Agreement by their duly authorized representatives as of the Effective Date.

AUTHORITY/LDFA:

CITY OF STERLING HEIGHTS LOCAL
DEVELOPMENT FINANCE AUTHORITY

By: _____

Its: Chairperson

Execution Date: _____, 2025

CONTRACTOR:

HANK CLEMENT

By: _____

Its: Secretary

Execution Date: _____, 2025