

WATKINS LAKE
STATE PARK & COUNTY PRESERVE



Watkins Lake

Horning Rd

**Levy-Norvell
Gravel Mine**

Hardcastle Road

Lawrence Road

Mud Lake

Wampler's Lake

Watkins Road

**Proposed
routes**

Watkins to
Wellwood to
M-124 to
US 12

Horning to
Hardcastle to
M-124 to
US 12
(preferred)

Lawrence to
M-124 to
US 12

**Avg 9 trucks
per hour**

Next 20 years

Community Meeting on the Proposed Gravel Mine in Norvell Township

June 13, 2026

Irish Hills
Concerned
Citizens



Community Meeting on the Proposed Gravel Mine in Norvell Township

June 13, 2026

Welcome everyone!

Zoom attendees: use chat to
participate in the meeting.



Welcome - Andy Buchsbaum

Agenda

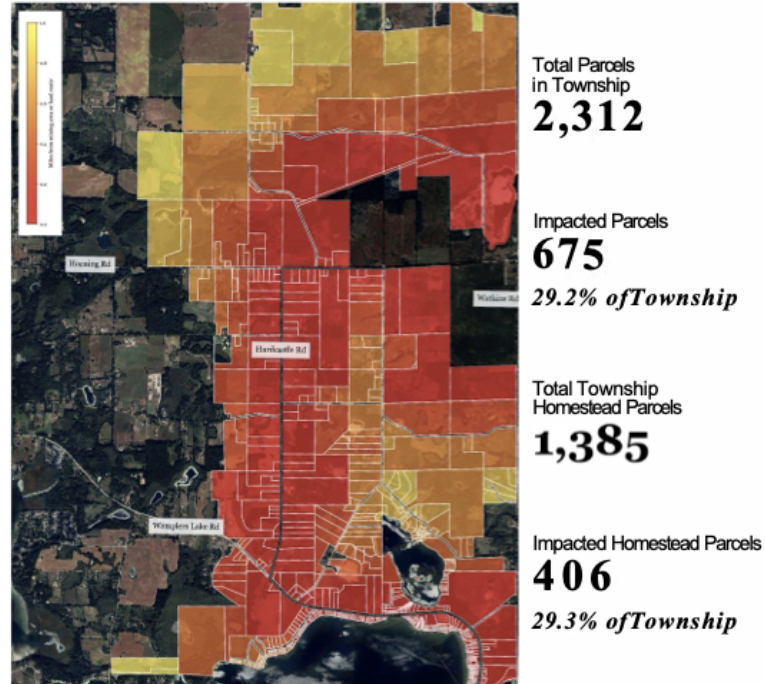
- Updates
- Myth vs. Fact review
- Website tour
- Community conversation - summer outreach ideas
 - a. Actionable May suggestions
 - b. Community Outreach Committee
 - c. Small group discussions
 - d. Regroup and debrief
- What's next and wrap-up



Updates

- Norvell Township trustees
- Pleasant Lake Aggregates tour for officials
- Developer meeting
- Experts
- DNR, Parks Dept. and petitions— later
- Fundraising update
- Norvell Township impacts map

Norvell Township Properties Most Likely to Experience the Biggest Impacts from the Proposed Mine



Total Impact on Taxable Valued Properties in Norvell Township

\$67,102,059.00

Impacts assumed within ¼ mile of haul route or ½ mile of proposed mine site.
Lakes less than 100 acres are excluded from distance calculations, due to sound travel.

Township meeting comment topics

Petitions

Impact map

Mine site overview

Fens

Hydrology

Birds and wildlife

Traffic overview

Safety

Hayes State Park

Truck noise and air quality

Road Quality

Property values

Township Master Plan



MYTHS & FACTS:

Conversations We're Actually Having

*Turning difficult conversations
into productive ones...*



Ground Rules

How we approach these conversations:

- Start with shared values
- Assume good intentions
- Lead with facts, not fear
- Focus on *this proposal*, not mining in general
- Ask questions before making arguments



Real World Examples

Scenario 1: The Chiropractor's Office



“We need gravel.”

- The question isn't whether we need gravel. The question is whether **this particular location** makes sense.
- Michigan law specifically requires consideration of whether a location creates **"very serious consequences."**

Real World Examples

Scenario 2: Online



A. Next Door

**Mi Eman** · 4w · Norvell North · ...

To me it seems like the Irish Hills Concerned Citizens club is just another power grabbing HOA

♡ 1 ◻ Reply ➦ Share 1

**Cathy King** · 4w · Iron Creek · ...

Mi I don't know what gave you that impression but I do know that the Irish Hills Concerned Citizens is an all-volunteer, non-profit organization (not a club) of Local residents working to preserve the rural character of our beautiful area and the safety of the roads for everyone!

♡ 2 ◻ Reply ➦ Share 2

**Mi Eman** · 4w · Norvell North · ...

Cathy yes and they would be against putting electricity in home 100 years ago. And those goldang automobiles who wants those thing IHCC would be against all forms of progress. I would bet most on their little club wouldn't be able to find the proposed site until it popped up on their tiny little narrow mines

♡ Like ◻ Reply ➦ Share

B. Youtube Comments



< Replies >

**@RichardSmith-gt8kk** · 3w ago · ...

Everything you need comes out of the ground. Try and live without. I can tell by your little red cowgirl hat that you cant.

👍 2 🗨 💬

**@BillyKingdom** · 3w ago (edited) · ...

Oh hey there. I literally grow food so I'm well aware lol. Yes, we need gravel, but large companies with no connection to the community they're impacting c... Read more

👍 1 🗨 💬

**@RichardSmith-gt8kk** · 3w ago · ...

@BillyKingdom i work at a quarry. We play a huge role in the community. We provide products that everyone uses everyday. We donate products to

Reply... 

How NOT to Respond

✗ Accept the premise

✗ Argue with insults / match their tone

✗ Speak for everyone

✗ Try to win online

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Letters

Potential good outweighs the bad for Norvell mine

Dear editor,

Great news for Norvell Township. A company wants to open a new business in the township. This company will pay hundreds of thousands of dollars in new taxes and fees to the township. They will provide jobs that will be available to local residents. They have a proven track record of being a good neighbor, working with local officials to mitigate impacts on the local community and donating to local charities.

Unfortunately, there is a minority group of people trying to stop this venture. If you follow the information this group is putting out to the media, you will

see the words "could" and "might" a great deal. I was taught that when people tell you a story and use those words they are being less than truthful.

I recently responded to a post on social media that if you lived on one of the proposed truck routes for this business, a truck would pass your house every three and a half minutes. I responded that this number was exaggerated and the author and a few others responded that the number was from materials provided by the company. I asked them to provide the title of the document and page number where it could be located, and everyone went silent.

The most disturbing aspect of this opposition is the call these groups have made for people outside of Norvell Township to come and intimidate and bully the Norvell Township Officials to see things their way. I think we have seen enough of this tactic across our country to know it never ends well.

I am not thrilled by the increased traffic that will be the result of this venture, but I feel the good far outweighs the bad. Residents of Norvell Township, do your own research and don't believe everything you read on the internet.

Jeff Oswalt
Brooklyn

Real World Example #3

Irish Hills
Concerned
Citizens

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Community Conversation



Actionable Ideas from May

Add new targets for outreach:

- Norvell businesses - write a petition for businesses
- US 12 residents - mail information

Actionable Ideas from May

Build Visibility:

- Bumper stickers
- Drive a rented gravel truck on busy weekends (or drive by in cars with air horns)

Actionable Ideas from May

Focus Community Comments:

- Circulate a letter from walkers and bikers explaining why the gravel trucks would be so dangerous to them.
- Seek out Columbia Twp residents who will speak up at their twp board meetings.
- Get organized/commitments to attend Norvell meetings to optimize comments



Community Conversation

- **Who in our community aren't we reaching, and how might we get to them this summer?**
- **What events, gatherings, or places should we have a presence at this summer?**

What's Next

- Petitions to Norvell Township



Total Signed Petitions from Township Property Owners

849

Number of Land Parcels from which Signatures Were Collected from Unique Private Property Owners

609

36.1% of Township

Signed Petitions from Homestead Property Owners

391

36.4% of Homesteads

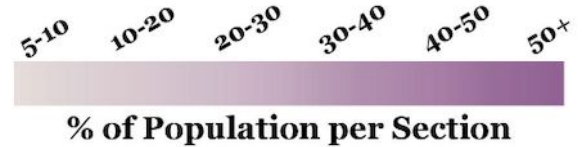
Sections of Township Opposing Mine (Based on Received Signatures)

30 of 32

Petition Signatures Collected by Township Land Section as of June 13, 2026

Petition Signatures Indicator Scaled by Count

- Homestead
- Non-Homestead
- Levy-Owned Property



What's Next

- Petitions to Norvell Township
- Township meetings next week
- State Parks Actions
- Next Community Meeting
- August Picnic
- ...and more! Stay tuned!

