

EAST MICHIGAN COUNCIL OF GOVERNMENTS

3144 DAVENPORT AVENUE, SUITE 200, SAGINAW, MI. 48602

PHONE: 989-797-0800, FAX: 989-797-0896

WWW.EMCOG.ORG



East Central Michigan Prosperity Region 5

Strategic Management Team Meeting

March 24, 2015

10:00 a.m. – 12:00 p.m

Commerce Tower

515 North Washington Avenue, 2nd Floor Conference Room

Saginaw, MI

MINUTES

The meeting convened at 10:05 a.m. Jane Fitzpatrick, EMCOG's RPI Project Coordinator welcomed the ECM PR-5 Collaborative Strategic Management Team members to the first meeting of 2015. Each member introduced themselves and identified the entity they represent. Conference call services and meeting site were provided by Saginaw Future, Inc.

Stakeholders Present:

Ed Oberski	Great Lakes Bay Michigan Works	Workforce Development
Natasha Allen	Region 7B Michigan Works	Workforce Development
Frank Cloutier	Region 7B/Saginaw Chippewa Tribe	WFD/Tribal government
Maja Bolanowska	Midland Area Transportation Study	MPO/Transportation
Jay Anderson	Bay City Area Transportation Study	MPO/Transportation
Karre Ballard	ETC – Midland-Saginaw	Adult Ed & Literacy
Jennifer Carroll	Delta College	Higher Education
Erin O'Brien	CMU Research Center	Higher Education
Scott Govitz	Director, M-TEC, MMDC	Higher Education (via teleconference)
Matt Felen	Great Lakes Bay Regional Alliance	Private Sector
Garrett Geer	AKT Peerless	Private Sector
Bill Henderson	Aircraft Precision	Private Sector
Don Schurr	Greater Gratiot Development	Private Sector/EDC
Mike Hanley	Saginaw County BOC	Local Government
Brad Kaye	City of Midland	Local Government

State Agencies/Departments

No State agency representatives were present for this meeting.

EMCOG:

Sue Fortune	Executive Director
Jane Fitzpatrick	Program Manager – Economic Development/RPI Project Coordinator
David Engelhardt	Program Manager – Transportation

EMCOG update:

Jane reported that EMCOG had applied for second year funding at the maximum amount - \$250,000 for a Tier One Prosperity Region. We were funded but at an approximately 8-9% reduction as were most of the other Prosperity Initiative applicants. The contract was sent with the agenda packet for member review. Jane explained that this contract does include an amount for continuing work by TIP Strategies on those goals/objectives/strategies approved by the Strategic Management Committee last fall. This includes, but is not necessarily limited to, developing a Feasibility Study for an 8-county Center for Excellence.

There were no questions.

2015 Meeting Schedule and Agendas:

A draft meeting schedule was mailed with the agenda and reviewed by Committee members. It was noted that the May 26, 2015 meeting would conflict with the Mackinac Policy forum on Mackinac Island. May 19, 2015 was suggested as a substitute. There was also discussion of possible off-site meetings. The Committee agreed that moving the meetings around the 8-county region would be interesting and beneficial.

Jane will send out a corrected meeting schedule within the next week which will include a request for possible hosting.

Review and Approval of Regional Prosperity Strategy Rankings:

A spreadsheet detailing the survey results for the individual rankings on proposed strategies, as identified in the approved Plan, was previously mailed. There was a 55% response rate to the survey. Jane reported that the Feasibility Study for a Center of Excellence had been moved out of the individual strategies to become the Umbrella Strategy as it was the one item the Committee had unanimously supported and approved at our early fall meeting as our Year 2 focus area. Comments and input was requested from Committee members.

- Ed Oberski: Suggestion to not focus on all at one time
- Don Schurr: Identification of who is currently doing what in terms of implementation in some of these areas should come first.
- Matt Felan: Great Lakes Bay Regional Alliance (GLBRA) is already doing many of these items.
- Erin O'Brien: CMU is already doing many of the Goal 2 strategies.
- Garrett Geer: It will be important to assess where the gaps are in the implementation of identified strategies and that broader collaboration is key.
- Don Schurr: It appears that the Governor's office expects us to figure out how we can make this best work for us

Lengthy discussion followed.

The GLBRA Director expressed strong opposition to the proposed umbrella strategy noting that they are already doing these things and that what is being done and suggested is in direct competition with their work. The Program Coordinator stated that this is not competitive but complimentary and that identification of a Feasibility Study for a Center of Excellence was approved by the SMT last fall as its top priority.

A question was asked if the GLBRA was going to expand its current 4 county region into 8. The GLBRA Director reported that such an effort was approved at their Monday night meeting. It is the goal to have agreements with all eight of the counties by September 2015.

There was a request that Jane send out the approved Plan again so that members can re-review the identified strategies, etc.

It was reported that the 8-county MEDC Collaborative has been working on an Attraction strategy – specifically for national events – and that Great Lakes Bay Regional Alliance will be leading this specific marketing effort. This is being done to determine the best way to market the region. The effort is being funded by a \$75,000 MEDC grant with \$50,000 in supplemental funding from GLBRA.

Jane reported that we have a new member – Annette Rummel of the Great Lakes Convention and Visitors Bureau. It was suggested that we should likely review our membership to see if there are changes or where we can potentially expand. Jane will send out the existing membership list SMT for review and update.

Governor's Economic Summit:

There was a brief discussion of the Governor's Economic Summit and the takeaways by those attending. Specific items noted:

- Noticeable lack of industry representation. Mostly bureaucrats present
- Frustrations were expressed in the regional breakout sessions
- The Summit is valuable but perhaps not the best venue for industry; specifically the amount of time required in attending the meetings.

There was a general final observation that the PR-4 focused on one thing for their 2nd year funding – development of the Port of Muskegon.

There being no other items of discussion, the meeting concluded at 11:45 p.m.



Sue Fortune
EMCOG
March 24, 2015