

EAST MICHIGAN COUNCIL OF GOVERNMENTS

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East Central Michigan Prosperity Region 5
Strategic Management Team Meeting
October 27, 2015
10:00 a.m. – 12:00 p.m.
Michigan Works! Great Lake Bay
1409 Washington Street
Midland, MI 48652

MINUTES

The meeting convened at 10:00 a.m. Ed Oberski, GLBMW, welcomed the ECM PR-5 Collaborative Strategic Management Team members to his Midland offices. Each member introduced themselves and identified the entity they represent.

Stakeholders Present:

Ed Oberski	Great Lakes Bay Michigan Works!	Workforce Development
Ken Hibl	City of Clare	Local Government
Roger Coles	Interim Associate Vice Provost, CMU	Higher Education
James McBryde	Mid Michigan Development Corporation	Economic Development
David Callejo Perez	Associate Provost, SVSU	Higher Education
Karre Ballard	Education & Training Connection, Inc.	Adult Education
Lyn Knapp	Education & Training Connection, Inc.	Adult Education (Telephone)
Garrett Geer	Dir. Of Bs. Dev. & Govt. Affairs/AKT Peerless	Private sector (Telephone)
Scott Govitz	Director, M-TEC, MMDC	Higher Education (Telephone)
Jennifer Carroll	Director of Corporate Services, Delta College	Higher Education
Donald Schurr	President/GGDC	Economic Development (Telephone)
Bill Henderson	Aircraft Precision	Private Sector (Telephone)

State Agencies/Departments

Rex Ainslie – MDNR

Other Attendees

John Karras	TIP Strategies, Inc.
Jeff Marcell	TIP Strategies, Inc.
Dr. Danilo Sirias	SVSU

EMCOG:

Sue Fortune Executive Director

Jane Fitzpatrick Program Manager – Economic Development/RPI Project Coordinator

Jane announced that the TIP Strategies presentation power point and the 2016 SVSU draft proposal were sent out to everyone earlier in the day so that those calling in for the meeting would have the information.

Center of Excellence Progress Update:

John Karras and Jeff Marcell of TIP Strategies provided a progress update on our Center of Excellence Action Strategy project.

Highlights included:

1. This project was viewed as an opportunity to identify opportunities that are unique to this Region.
2. Fifty seven different projects were studied including review of 35 Centers of Excellence around the country for examples of best practices.

The focus areas for our Region include but are not limited to: advanced materials technologies (SVSU cited as a model via their Individual Testing lab), health sciences, agriculture logistics and processing, international workforce training and higher education, and clean technology/energy efficiency.

The region is strong in terms of expertise in thermoforming, including machining, which again ties to energy efficiencies. Within our rural area there is also potential to connect health services; in our Agriculture sector, we have over 6,000 farms, \$1 billion in agriculture production each year and 14,000 farm workers.

There was discussion of opportunities presented through food certification programs and the manufacture of Agriculture equipment which could be a huge export.

Mr. McBryde noted that on November 6th there will be a HOPS Summit in Mt. Pleasant. This region is in the perfect latitude to grow hops for the micro-brewing sector. This is a sector with enormous growth potential.

Garret Geer suggested that a potential Center of Excellence focus area could also be the security and use of our fresh water. We have significant expertise including Dow's technology in water available to us.

2016 RPI Grant proposal – SVSU: Dr. David Callejo Perez and Dr. Danilo Sirias

Representatives from SVSU were introduced followed by an overview of their proposal to do a region-wide Talent Analysis in order to quantify the talent that exists within our region. The proposal will, utilizing publicly available data, determine what we have to offer, what is the potential and what are the shortcomings. Data will be analyzed and drilled down to the 2nd and 3rd level, concentration ratios will also be look at to see if we have too much of one thing and not enough of another. An in-depth discussion followed.

Final action on this proposal will be taken at our November 24, 2015 meeting at the MMC Harrison campus .

Project Updates

Target Market Analysis (Jane Fitzpatrick) – EMCOG has negotiated a contract with Sharon Woods, LANDUSE|USA to do our 8-county TMA. Kick-off will be January 2016.

Rural Transit Mobility (Jane Fitzpatrick)– The MDOT Transit project is scheduled for completion by 12/31/15. Any results and recommendations for strategies will be incorporated into the EMCOG Comprehensive Economic Development Strategy (CEDS) and brought to the RPI-5 Strategic Management Team for consideration.

MEDC Region 5 Collaborative Business Attraction Plan - No update

GLBRA STEM Initiative - No update

Other Projects (Jane Fitzpatrick) - a meeting is scheduled in November with Roger Coles, CMU and representatives of the visitors and convention bureaus within RPI-5 to continue a discussion of region-wide issues such as seasonal population estimates and transit issues.

Other Items:

It was agreed that Mr. McBryde of MMDC should be added to the RPI-5 Strategic Management Team.

There being no other business to come before the group, the meeting was adjourned at 12:15 p.m.

Sue

Sue Fortune
EMCOG
November 17, 2015