

EAST MICHIGAN COUNCIL OF GOVERNMENTS

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September 10, 2014

East Central Michigan Prosperity Region 5
Strategic Management Team Meeting
10:00 a.m. – 12:00 p.m.
515 North Washington Avenue, 2nd Floor Conference Room
Saginaw, MI

MINUTES

Jane Fitzpatrick, EMCOG's RPI Project Coordinator welcomed Strategic Management Team members to the 2nd meeting of the Team. Each participant introduced themselves and identified the entity they represent. This meeting was held using Go-To-Meeting technology. IT services and meeting site were provided by Saginaw Future, Inc. TIP Strategy consultants participated via Go-To-Meeting from Austin, Texas and Seattle, Washington.

Stakeholders Present:

JoAnn Crary	President, Saginaw Future	Economic Development and MEDC Region 5 Development Collaborative
Natasha Allen	Michigan Works! 7B	Workforce Development
Lyn Knapp	Director, ETC	Adult education (teleconference)
Ed Oberski	Executive Director, Great Lakes Bay Region	Workforce Development
Janet Bloomfield	Director, Central Area Michigan Works! Consortium	Workforce Development
Dan Peterson	Director, Central Area Michigan Works! Consortium	Workforce Development
William Henderson	President, Aircraft Precision Products	Private Sector
Scott Govitz	Director – M-Tec, Middle Michigan Community College	Higher Ed (teleconference)
Harry Leaver	Director, SVSU Center for Business & Economic Development	Higher Ed
Frank Cloutier	Saginaw Chippewa Indian Tribe	Tribal government
David Munson	Arenac County	Local government
Brad Keyes	City of Midland	Local governments

TIP Strategies:

John Karras	TIP Strategies, Austin, Texas
Jeff Marcell	TIP Strategies, Seattle, Washington

State of Michigan**Departments:**

Rex Ainsley MDNR
Jay Reithel MDOT – Bay Region

EMCOG:

Sue Fortune Executive Director
Jane Fitzpatrick Program Manager – Economic Development
Dave Engelhardt Program Manager – Transportation

Consultant:

John Karras TIP Strategies – Austin, Texas

Jane provided a brief overview of the purpose of this meeting and the consultant's upcoming schedule.

Recap of the Discovery Phase: Jeff Marcell/John Karras – TIP Strategies

Jeff Marcell provided a recap of the Discovery Phase. He asked new members (including those on the phone) to introduce themselves and provide background on their affiliation, responsibilities and why they have chosen to be part of the RPI project.

Mr. William Henderson: Involvement with Gratiot-Isabella ISD, Central Michigan Manufacturing Association and Mid-Michigan Health

Brad Kaye: City of Midland (Director of Planning) plus the Midland Area MPO

Natasha Allen – Region 7B Workforce Development (representing 4 of the 8 counties)

Mr. Marcell reviewed the steps to be taken for identification and prioritization of strategies/opportunities as that is our next step. The role of the Strategic Management Committee was revisited with emphasis that the SMC is the working group for the initiative and as such it will be the role of the SMC to prioritize identified draft strategies, identify additional key stakeholders and advocate for the project.

We are ending the Discovery phase and beginning the Opportunity phase. Finalization of the draft SWOT analysis is expected by the next SMC meeting in October (10/6 or 10/7). The implementation phase is scheduled to begin at the end of October.

An updated project schedule was presented and reviewed. John Karras provided a brief overview of his activities and interviews during the last trip to Michigan.

Jeff Marcell stated that we are ending the Discovery phase and beginning the Opportunity phase. Finalization of the draft SWOT analysis is expected by the next SMC meeting in October (10/6 or 10/7). The implementation phase is scheduled to begin at the end of October.

Eight (8) Assets and eight (8) Challenges have been identified. Generalized findings were presented for the Committee. Specific focus areas will be presented at our Opportunities workshop the week of September 18, 2014.

John Karras provided a brief update of his prior data presentation. Newer updated data will be shared next week at our Opportunities Workshop. He also stated that 8-county region is being compared to several

benchmarked regions including, but not limited to: Southwest and Southeast Michigan (except Detroit because of population), and the Quad cities.

Questions from members were taken throughout the presentation. Mr. Marcell stressed that the materials are still in draft stages and not for distribution at this time.

Initial Potential Strategies from TIP Strategies, Inc. were presented. These strategies include five (5) focus categories. Committee members were encouraged to comment and add additional thoughts/recommendations. There was input. The consultants also urged all committee members to contact them post meeting with any thoughts, additional recommendations, concerns etc.

It was recommended that the findings or recommendations from other activities underway by groups throughout the 8-county region be considered as “feeders” to this project and any recommendations. This was strongly supported by the consulting team.

The consultants will be exploring all additional recommendations/suggestions from committee members prior to our next meeting and as part of the final draft plan.

Our next meeting will be the Opportunities Workshop to be held on September 18, 2014 at the Andersen Enrichment Center.

There being no other items of discussion, the meeting concluded at 12:20 p.m.

Sue Fortune
EMCOG