

EAST MICHIGAN COUNCIL OF GOVERNMENTS

3144 DAVENPORT AVENUE, SUITE 200, SAGINAW, MI. 48602
PHONE: 989-797-0800, FAX: 989-797-0896
WWW.EMCOG.ORG



MINUTES OF THE EMCOG REGIONAL ECONOMIC DEVELOPMENT TEAM

Meeting date: Friday, September 11, 2015

11:45 A.M.

Houghton Lake Public Library
4431 West Houghton Lake Drive
Houghton Lake, MI 48629
989-366-9230

Attendees:

RED Team:

Bob Balzer, Mandi Chasey, Frank Cloutier, Zygy Dworzecki, Pat Killingbeck, Adam Kroczaleski, Dexter Mitchell, Robert Moffit, William Mrdeza, Rosalie Myers, Jay O'Farrell, Ann Richards, William Rhode, William Rhode, Carol Wetzel

EMCOG: Bill Ernat, Jane Fitzpatrick

Guests: Brenda Bachelder, Arenac County EDC/Region 7B Michigan Works!

AGENDA

1. Call to order, welcome and introductions

The RED Team meeting was called to order at 11:45 a.m. by Vice Chair Bob Moffit; attendees introduced themselves.

2. Review and Approval of Agenda

The agenda was approved as proposed.

3. Review and Approval of July 10, 2015 RED Team Minutes

The draft minutes of the July 10, 2015 RED Team meeting were approved with no changes.

4. Chairperson Updates:

Bob Moffit noted that Katy Methner, RED Team chair was unable to attend the meeting and that he would be chairing as the former RED Team Chair.

5. Updates from EMCOG: Jane Fitzpatrick distribute a report to the RED Team with detailed information for items 5.a – 5.d

5.a. Citizen Planner (MSU Extension)

Jane Fitzpatrick provided a brief summary. The Citizen Planner classes are starting next week at two locations within EMCOG. The registrations are lower than we had hoped for but still large enough to make the classes viable.

Mount Pleasant

Isabella County is hosting the Mount Pleasant classes which are scheduled for Saturday, September 12th (tomorrow), Monday evenings: September 14th, 21st, and 28th, and Saturday, October 3rd. The Saturday sessions will run from 9 am until 4 pm with lunch provided. There are eleven (11) enrolled for these classes.

Caro:

The Tuscola County EDC is hosting the Caro classes in their new offices in the Roth Business Development Center. These classes are scheduled for Monday evenings on September 14th, 21st and 28th, October 5th, 19th, and 26th, and November 2nd. Due to the small enrollment (7 people) the classes will be conducted entirely via Zoom...a first for this class. Participants and the instructors need only plug in from their preferred location. Logistics are being worked out and finalized on Friday, September 11th. All persons who registered have been contacted and are good with this approach.

5.b. Target Market Analysis (MSHDA Grant)

Jane Fitzpatrick provided background information, the scheduled for selecting the consultant and completing the study, and other information.

Background:

The East Michigan Council of Governments has received a grant from MSHDA to conduct a targeted marketing analysis (TMA) for the eight (8) county RPI-5 (Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, Midland, and Saginaw counties) with the financial support of the counties, major cities and some non-profits within RPI-5.

The regional TMA concept is directly tied to the Regional Prosperity Initiative that was included in the Governor's FY 2014 Budget Recommendation to encourage local private, public, and non-profit partners to create vibrant regional economies. Prosperity Region 3 has also received MSHDA funding to have a study done which will cover Iosco, Ogemaw and Roscommon counties. Information on the status of a TMA in Prosperity Region 6 is pending.

Schedule:

EMCOG has developed the RFP and received MSDA approval of the scope of services per the grant agreement. The RFP was sent out to numerous consulting firms both throughout Michigan. It is anticipated that a consultant will be selected and work commence by Mid-November. The work is to be completed by September 30, 2015.

What is a Targeted Marketing Analysis?

This targeted marketing analysis (TMA) is an in-depth housing study that dives deep into the regions housing stock. It gathers data from various sources. For example, it gathers

information from credit card purchasing. From that source we can derive who's buying what and where; who is moving in and who is moving out, etc. It will provide us with what types of housing are needed; common wall or individual housing; housing with yards or no yards, etc. Each County will receive a targeted housing document that is catered to it, identifying what the current housing stock is and what housing stock is needed.

5.c. Rural Transit Mobility

Dave Engelhardt is attending a conference so Jane Fitzpatrick provided the following update information: The KFH Group will be doing the study statewide which will incorporate a plan for each region. Work sessions will be scheduled and the estimated time for plan completion is December of 2015. Jane Fitzpatrick distributed the list of current contacts for providers and the RED Team and others assisted in adding other public and private providers to the lists.

EMCOG has assisted to facilitate a workshop within RPI-5. Notices have been sent out to the EMCOG membership. The purpose of the workshops is to provide attendees with an opportunity to discuss transportation needs in the region and provide your thoughts on potential strategies, projects, and services to improve regional mobility

The RPI-5 workshop is scheduled for Wednesday, September 30th, 1:00 p.m. to 4:00 p.m. at the MDOT Bay Region Office, 5859 Sherman Rd., Saginaw, MI 48604. Information on other workshops can be found at the following link:

<http://www.kfhgroup.com/michigan/workshops.html>

5.d. Saginaw Bay Watershed Coastal Storms Project (MI Sea Grant)

Jane Fitzpatrick gave an update of the status of this project. Michigan Sea Grant, MSU Extension, and several local collaborators including EMCOG have developed a survey as part of a project addressing extreme storm hazards and preparedness in the Saginaw Bay watershed. The results of this survey will directly inform future projects in the watershed dealing with extreme storm impacts. It will also be a primary resource for the development of the assessment tools and strategies for our region.

The survey is currently in the pilot testing phase and based on these results will be launched in the very near future. Results of this survey will be used to develop the community assessment tools.

6. CEDS Rewrite: Discussion and Review of SWOT and Strategies for 2016 CEDS

Jane Fitzpatrick distributed a list of strengths, weaknesses, opportunities and threats from the 3 prosperity plans (3, 5, and 6) within the 14 county EMCOG region. Both Prosperity Region 5 and 6 did a SWOT analysis as part of the development of their respective strategy

plans during 2014 and 2015. The plan for Prosperity Region 3 did not specifically include a SWOT analysis, however items could be pulled from the plan narrative. EMCOG recommends that the SWOT analysis required in the 2016 CEDS Re-write should be based on work already completed in the three prosperity regions. The RED Team took a ten minute break to review the handout. This was followed by a great deal of discussion of both the contents of the handout and other SWOT issues including place-making, , economic gardening in our own backyard, the conversion of housing stock to second home status as the population becomes older, the need to measure the seasonal population, planning for pending energy legislation ramifications, the under-availability of health care throughout the region, the vulnerability of households as 42% of households in the EMCOG region are at the poverty or ALICE survivability level. Bill Ernat led a discussion regarding resiliency relating to natural and man-made disasters

Several RED Team members offered to draft language for the SWOT and strategies based on the discussion. Jane Fitzpatrick will send the RED Team an electronic copy of the SWOT handout in order to get more input from the team. A propose SWOT will be reviewed for consideration at the November RED Team meeting.

7. Other: Parking Lot Items

(Discussion items requested by RED Team members and/or guests during the meeting)

No additional items were added for discussion.

8. Updates from RED Team Members and Guests

Adam Kroczaleski, Arenac County Commission and EDC

Global Fire Sprinkler in the Standish Industrial Park has expanded and is going strong. There has been some “light chatter” about exploring the interest in developing a rail spur coming off of the main line from the new elevator in Standish.

Zyggy Dworkzecki, Tuscola County Planning Commission

Zyggy reported on behalf of the Tuscola County EDC Director regarding the EDC partnership with the new Roth Business Center in Caro.

Mandi Chasey, Ogemaw County EDCm Michigan Works! Region 7B

Reminded everyone of the Sprout Lab program that is starting up on September 15th at the KCC West Branch campus. Bob Balzer will be facilitating. Also the Ogemaw County Business Summit will be October 25th with a tourism theme.

Frank Cloutier, Saginaw Chippewa Indian Tribe

The “Understanding Tourism” workshop is coming up on Tuesday, September 15th at Eagles Landing in Standish. Frank will send out further information on this and another event coming up on October 9th.

Bill Mrdeza, City of Mt Pleasant

Bill gave a plug for the City of Alma regarding the upcoming Grand Prix Cyclocross on Saturday, September 12th in Alma. The first race is at 10:00 a.m. at the Alma airport. Bill also noted to the team that for any community that is not on a rail trail route, there are other ways to make your community more bikeable and walkable. Look at your road designs. A Complete Streets Ordinance requires a community to look at all legal user of the roadways and encourages alternative designs in the transportation system.

Rosalie Myers, Roscommon County EDC

Rosalie distributed promotional packets for Roscommon County as well as Roscommon County Economic/Community Outlook event coming up on Friday, September 25th from 5:30 p.m. to 8:00 p.m. Speakers include Deb Brown with DebWorks (“How to fill your empty building”) and Brittany Hoszkiw, MSHDA (“Main Street Strategy”). Rosalie also noted that the Firemens Memorial festival is next weekend.

Gary Stefanko, Roscommon County Commissioner

It was recently discovered that a “hermit” who had lived on Treasure island (Higgins Lake) was a civil war veteran. Money was raised to purchase a headstone reflecting this and a ceremony was held in his honor this past week.

Carol Wetzel, Greater Gratiot Development Corporation, Inc.

Carol noted that the roadway in front of Alma College has been under construction and will be done soon.

Bob Balzer, Gladwin County EDC and Michigan Works! Region 7B

Brown Maching and Lyle Industries are now located under one roof; the Chamber of Commerce and the EDC are holding an energy sustainability workshop on October 6th in the evening. Also the second annual ORV Fun Run was held in Gladwin County. The run consisted of 90 miles and stops at 8 businesses. Out of the 230 people that participated, 175 were from outside of the community. Tomorrow (September 12th) there will be “Thunder on the Strips” drag races at the Gladwin County airport. From 400 to 800 people attend these twice per year events.

Brenda Bachelder, Arenac County EDC and Michigan Works! Region 7B

Steve Arwood, MEDC will be meeting with Vantage Plastics, named as one of the top 100 manufacturers in Michigan.

Bob Moffit, City of Gladwin

Reminder of alternative transportation modes and that the MML has a publication called “The Economics of Place” which he encourages all to read.

9. Adjourn

There being no other business to come before the RED Team the meeting was declared adjourned at 2:05 p.m.

NEXT MEETING: November 6, 2015 at 11:45 a.m.

2015 RED TEAM MEETING SCHEDULE

MONTH	TIME	LOCATION
January 16, 2015	12:30 pm	The Bancroft, Saginaw
March 6, 2015	12:30 pm	Room 317, City Hall, Bay City
May 1, 2015	12:30 pm	Riverwalk Place, Gladwin
July 10, 2015	Noon	Iosco Regional Educational Service Agency (RESA)
September 11, 2015	11:45 am	Houghton Lake Public Library
November 6, 2015	11:45 am	Tuscola County (specific site TBD)

Beginning September 11, 2015 RED Team meetings begin at 11:45 AM following 10:00 AM Full Council meetings. Lunch will be available at the meeting site upon adjournment of the Council meeting at 11:30 AM for those who wish to participate prior to the start of the RED Team meeting. The lunch cost is \$10.00 per person unless otherwise specified for a particular meeting.

NOTE: Members of the public are always welcome at any EMCOG RED Team meeting.

Meeting Guidelines

- * Participate in good faith, and in an effort to promote collective learning and good communication
- * Be honest, open-minded, and respectful when offering and listening to differing points of view. Disagree judiciously and respectfully.
- * Respect time commitments in the agenda, maintain focus on the issues and objectives at hand.
- * Be mindful of comment length and the importance of encouraging participation from everyone in the group. Agree briefly.
- * Be respectful regarding use of smart phones and other technologies.