

EAST MICHIGAN COUNCIL OF GOVERNMENTS

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Minutes of the ECM PR-5 Strategic Management Team

Date, Time and Location:

October 25, 2016 | 10:00 a.m.

Gratiot-Isabella RESD | 1131 East Center Street | Ithaca, MI 48847

Participants:

Shelly Brown	Greater Gratiot Development Corporation
Jay Anderson	Bay City Area Transportation Study (BCATS)
JoAnn Crary	Saginaw Future, Inc.
Sara Dimitroff	City of Bay City
Matt Felan	GLBRA
Scott Govitz	Mid Michigan Community College
Robert Moffit	City of Gladwin
Ed Oberski	Great Lakes Bay Michigan Works
Sheryl Presler	Clare-Gladwin RESD
Erik Rodriguez	Saginaw Chippewa Indian Tribe
Donald Schurr	Greater Gratiot Development Corporation
Marni Taylor	Gratiot Isabella Great Start Collaborative
Jim Wheeler	Greater Gratiot Development Corporation
Kasey Zehner	Greater Gratiot Development Corporation

Agency Representatives

Nancy Boxey	MDARD
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EMCOG

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

1. Welcome and Introductions:

The East Central Michigan prosperity Region 5 (PR-5) Strategic Management Team (SMT) convened at 10:00 a.m. with introductions of all participants.

2. Review and Approval of Agenda:

Item 4 e was moved to immediately follow item 3 in order for Matt Felan to provide an update before leaving for another meeting. There were no other changes to the agenda. Moved by Schurr, seconded by Presler to approve the agenda as amended. Motion carried.

3. GLBRA STEM Initiative – Matt Felan

Matt provided background on the project which began in 2014 and continued to present. In 2016, recommendations and actions were identified. They were:

1. Need to improve math proficiency in the region (Math is the language of STEM). There will be a concentration of effort at the Middle School level to ensure that students are proficient through Algebra I. There is a need for proficiency now which is not there.
2. Three (3) best options were identified:
 - Curriculum based (using a type of gaming medium). This has proven to be an effective approach.
 - Professional development of teachers
 - Third party option

Where is the STEM Initiative headed: Thirty-three applications from school districts were received for funding with 30 selected. The first set of projects/funding will go to Bay City Public Schools (Essexville), Carrollton and Isabella-Gratiot RESD (professional development for 5 counties). The Isabella-Gratiot application was an extensive and comprehensive application (\$250,000).

Matt reported that even though \$560,000 in projects were funded, there remains a gap which will be pursued for the next round.

In 2017 two more efforts will be undertaken: Mid Michigan Community College Learning Center and Delta College's Employer Demand Center (K-12 – University level).

On September 30, 2019, the 2014 recommendations will sunset. At that point accomplishments and possibilities will be reviewed and/or studied. Possibilities include a more comprehensive look at computer sciences as 71% of new STEM jobs are in computer sciences (it is the fastest growing employment sector).

Meetings with funders will be ongoing.

Don Schurr requested a bulleted format of Matt's report. Matt indicated one will be put together in the coming months.

Dave Engelhardt requested an opportunity to introduce the GRACE program to Matt in the future.

4.e - Region 5 Collaborative Business Attraction Plan – Matt Felan

Matt provided a status report on the Business Attraction Plan which. Silverlode Consulting, based in Ohio, was selected to do the plan. The final plan will be presented in the last quarter of 2016 with a meeting likely in December.

Identified target areas within the Plan are Flexible Packaging, Fastener Components, and Agricultural Manufacturing opportunities. Other recommendations included how to more

effectively market the region with a recommendation to be more specific in identifying the area by tying it to the Airport (MBS International Airport). This would result in a branding effort such as “Great Lakes Bay Region – Midland, Bay City, Saginaw.”

Jane asked if the branding is inclusive of all eight counties. Matt indicated that each local area within the region can continue to market themselves as they choose. The new branding scenario would be used in out of state markets.

Development and adoption of a Code of Ethics was one of the study recommendations. This would be used to promote collaboration in terms of promoting of the region as it was suggested there needs to be a mentality change on cooperation.

There were several comments and questions including a question on whether plastics was mentioned for attraction as it touches on four of the region’s counties.

Matt indicated it was the 8-county EDC’s of Region 5 that made the decision to concentrate on fasteners and flexible packaging as components of plastics.

Jane noted that the ECM PR-5 2016 Initiative budget includes \$15,000 of discretionary money that the SMT has voted to grant to the Business Attraction initiative implementation and that we will need a proposal with outcomes for commitment of that money. Matt suggested that Jane attend the next meeting of the MEDC Region 5 Collaborative on November 8th.

4. OTHER PROJECT UPDATES

4.a - Target Market Analysis: Jane Fitzpatrick

Draft reports are finished and available on our website, www.emcog.org. A series of three (3) workshops were held in various locations around the region with a total of approximately 80 in attendance. Seven of the eight counties were represented. The consultant will be producing final reports by the end of the year.

SMT members asked if it were possible to have the consultant prepare a 1-2-page executive summary of the information to better understand the data and definitions.

4.b - Rural Transit Mobility Dave Engelhardt

Dave Engelhardt (EMCOG) reported that 3 meetings to discuss next steps will be held to ensure that all the counties (including the three Northern counties within Prosperity Region 3 and the 3 counties of the Thumb in Prosperity Region 6) are included. These are anticipated in November and December. There will also be an outreach effort made to other entities involved in transit other than the formal transit agencies. In January, there will be a Summit of sorts scheduled to discuss all of the collected information.

4.c - Centers of Excellence- Jane Fitzpatrick and Erik Rodriquez

The Hops Processing Feasibility Study RFP was sent out on September 30th by the Saginaw Chippewa Indian Tribe. Proposals are due back to Brian Smith, Economic Development Director by October 31st.

No progress has been made yet on scheduling a meeting of the COE task force (from 2015). The PR-5 2017 grant application will include a request for some dollars for a summit to discuss progress to date and what next steps are needed to champion the other focus areas.

4.d – Quantifying Talent Study (2016 RPI focus project): Jane Fitzpatrick

The steering committee met on October 14th to review and discuss the preliminary data and graphical representations including demographic and economic measures and summary statistics for 4 year colleges. Discussions revolved around the data and how it is/could be presented and compared. SVSU will also be looking at the population pool for the pipeline for workers within the region. One issue is fewer students and a longer period of time to graduate from college. Two year colleges and certification programs will be added to the data during the next couple of months. . A draft report is anticipated in December with the formal report available in January 2017.

4.e - Region 5 Collaborative Business Attraction Plan: Matt Felan

See minutes above.

4.f - Iron Belle Trail Facilitation: Dave Engelhardt

EMCOG's facilitation of the Iron Belle Trail siting project was funded for 2017. Bill Ernat, EMCOG Regional Planner, is point on this project with Dave is assisting. We are currently engaging all stakeholders and the project is moving along nicely.

4.g - Reaching for Opportunity Summit – SVSU: Jane Fitzpatrick

The Summit was held October 10th at SVSU. Approximately 100 participants attended. Jane will send out the hand-outs and is hoping to reconvene the group on into 2017. It was also reported that an updated ALICE report for Michigan will be available in April 2017.

5. RPI APPLICATION FOR 2017

The proposed budget for our 2017 RPI Tier I application was distributed and reviewed. It was moved and supported to approve the 2017 proposed application budget. Motion carried.

6. UPDATES FROM STRATEGIC MANAGEMENT TEAM MEMBERS AND GUESTS

Ed Oberski - GLB Michigan Works

Ed reported that Skilled Trade Training funding is available. Thirty-six companies will be involved for a total of \$1.5 million dollars. It is possible that up to 1,000 employees could be trained.

Nancy Boxey - MDARD

Nancy reported that the Value-Added grant program for Local Foods is now open. Abstracts will be accepted first with a November 17th due date. Full applications will be due in December with allocation of funds by the end of February 2017. Nancy also reported that \$1.8 million in projects were funded for Specialty Crops and that they will be holding an Export workshop on December 1st at Eastern Market.

Erik Rodriguez – Saginaw Chippewa Indian Tribe

Erik reported that RFP for the Tribe's HOP's project are out and the Soaring Eagle Casino and Resort has a new CEO.

Don Schurr – Greater Gratiot Development Corporation

Don reported that he could now report publicly that the Zeeland Farm Services project is moving forward. This is a huge transformational project for the region and was one of the most complex, layered projects he had ever been involved in. It is anticipated that to start there will be 75 good paying jobs.

Robert Moffit - City of Gladwin

Robert Moffit, EMCOG Chairperson and City Administrator of the City of Gladwin reported on the new Bike Path in Gladwin County as well as the iron removal plant project.

There being no other reports or business, the meeting concluded at 11:45 a.m.

Respectfully submitted,

Sue

Sue Fortune
October 27, 2016