

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.

Tuscola County EDC
Roth Business Development Center
141 S. Almer Street
Caro, MI 48723
(989) 672-0991

Attendees:

RED Team: Erine Adams, Mandi Chasey, Zygy Dworzecki, , Steve Erickson, Garrett Geer, Gary Kellan, Patrick McElgunn (alternate for Christine Reeves and Tony Fox)), Kathy Methner, Robert Moffit, Rosalie Myers, Jay O'Farrell, Helen Pasakarnis, William Rhode

EMCOG: Dave Engelhardt, Bill Ernat, Jane Fitzpatrick

Guests: Katy Hintzen, MSU Extension, SEA Grant

AGENDA

1. Call to order, welcome and introductions

The RED Team meeting was called to order at 11:50 a.m. by Chair Bob Kathy Methner; 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 September 11, 2015 RED Team meeting were approved with no changes.

4. Chairperson Updates:

Kathy Methner, Chair had no updates at this time.

5. Updates from EMCOG:

5.a. Citizen Planner (MSU Extension): Jane Fitzpatrick

Jane Fitzpatrick noted that the citizen planner classes are now completed. She is waiting on the list of attendees from MSU Extension for both the Caro and Mt Pleasant sessions. All attendees completed the requirements for the Citizen Planner certification.

5.b. Target Market Analysis (MSHDA Grant): Jane Fitzpatrick

EMCOG is negotiating a contract with LANDUSE|USA , Sharon Woods, Principal/ Owner, located in Laingsburg, Michigan. This consulting firm is one of the preferred Vendors with MSHDA for Target Market Analysis studies (TMA). Kick off meetings will be scheduled for January; work will commence prior to this time....finish by September 30th. The scope of work was approved by MSHDA.

The study area will encompass the 8 counties within RPI-5. Roscommon, Iosco and Ogemaw county are part of the RPI-3 TMA which is nearing completion. LANDUSE|USA is also the consultant on this project. MSHDA is pursuing interest in the 3 thumb counties re a TMA.

5.c. Rural Transit Mobility: Dave Engelhardt

A draft document from the KFH group that includes input provided at the regional workshop that was held on September 30th at the DMOT Bay Region Office. has been distributed to all for further comment. Please contact Dave with any questions.

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

The survey has been live for the past 6 weeks with a strong response throughout the 22 county survey area including all of EMCOG. Results of this survey will be used to develop the community assessment tools.

5.e. Hazardous Mitigation Plans: Bill Ernat

Bill gave a brief update of activities and referred to this written report that was presented to the Council at the morning meeting.

5.f. SPROUT Lab: Garrett Geer

Garret Geer provided an update of past and future activities which he and Bob Balzer have been involved in as facilitators. The SPROUT Lab Pitch & Prize Showcase is scheduled for Monday, November 30th from 5 – 7:30 pm at the L. William Seidman Center, Loosemore Forum, GVSU Pew Campus. www.SPROUTLAB.org

6. CEDS Rewrite: Discussion and Review of SWOT and Proposed Vision, Goals, Objectives and Action Strategies for the 2016 CEDS and Schedule for Completion.

- A. SWOT: Jane Fitzpatrick distributed the draft Chapter 3 SWOT analysis which was updated to include comments and decisions from the September 11th RED Team meeting plus input provided by RED Team members after the September 11th meeting. The RED Team held further discussion and input. Changes based on the discussion will be incorporated in the public review draft.
- B. Vision, Goals, Objectives and Strategies: Jane Fitzpatrick distributed a draft CEDS Chapter 4 for RED Team review and comment. The RED Team went through this document page by page and made a number of edits and additions to goals, objectives and actions. These changes will be incorporated into the public review draft. The RED Team reached consensus that the overall common element for the 14 county region is the watershed. Each county, RPI, etc. has or is developing a brand for the respective geographic area. It is not the intent of the RED Team to develop a “brand” for the EMCOG region but it was agreed that the overall connectivity across the very diverse 14 county geographic area is the watershed as that defines the region. At the end of this discussion, the RED Team members were given a ranking sheet which contained all of the objectives for each of the 5 goals. Members were asked to rank each objective within each goal (i.e., 5 sets of priority rankings) and turn this in before leaving the meeting. Those RED Team members who were not present for the meeting will be sent a ranking form and given the opportunity to rank the objectives as well. This task will be completed within two weeks in order to proceed with next steps for Completion of the draft CEDS.
- C. Schedule for Completion: Jane Fitzpatrick distributed a sample of the implementation matrix that will be filled out once the RED Team completes its ranking of the objectives within each goal. The matrix lists each goal with the priority ranked objectives and each action strategy within each objective. It will identify potential partners for implementing the action strategy along with a time frame to commence implementation. The time frame will be dependent on the priority ranking of each objective. This matrix will be distributed to the RED Team electronically for review and comment prior to being incorporated into the public review draft.
- D. CEDS Economic and Demographic Profile: The SVSU Geography Department has agreed to produce the economic and demographic data for the 2016 5 year CEDS. The CEDS document will include a summary of findings; an appendix will be produced that will provide the detail charts, etc. This is targeted to be completed by the end of December. During 2016 the individual county profiles will be updated for the participating member counties, using the CEDS data.

It was noted that the RED Team will not be meeting again until January, at which time the complete CEDS will be reviewed and approved for transmittal to EDA by January 31st. The RED Team will be receiving draft components over the next six weeks for review and comment with a fairly short turn-around time. The RED Team was reminded that the new CEDS will not contain specific projects but that project support will be based on their link to the goals, objectives and action strategies implementation as outlined in the flow chart in Chapter 4. The public comment draft will be posted on the EMCOG website in mid to late December.

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

City of Mt Pleasant, Jane Fitzpatrick on behalf of Bill Mrdeza

The City of Mt Pleasant was named a five-star community by researchers at iLabs, University of Michigan-Dearborn's Center for Innovation Research. A link to the news article:

<http://www.themorningsun.com/general-news/20151105/ecities-study-rates-mt-pleasant-a-5-star-community>

Steve Erickson, Tuscola County EDC

The Food Hub is a separate entity from the EDC Board. It consists of a small group of 5 people that can make quick decisions. They did not anticipate the Roth Business Center building filling up as it did. It is available 24-7 and within 2 months of opening there are 10 businesses occupying it. The Food Hub may go into another building due to the high growth and demand for space.

Zyggy Dworkzecki, Tuscola County Planning Commission

Zyggy reported that the food hub now has their EIN and is looking to expand into more buildings because the Roth Business Center is already full. They are planning to take over the Caro Farmer's Market on November 14th. A product event is planning at the Polish Hall and they are seeking other entrepreneurs to add to the food hub.

Mandi Chasey, Ogemaw County EDC and Michigan Works! Region 7B

The Ogemaw County Business Summit was well attended with great discussion. The focus was tourism. Mandi is working on launching the SOAR Initiative.

Rosalie Myers, Roscommon County EDC

Roscommon County tied with Clare County at the annual statewide Broadband conference. Sixty (60) people attended the fall Broadband Initiative in Roscommon.

Gary Kellan, Oscoda-Wurtsmith Airport Authority

Gary noted that the Develop Iosco annual speaker event featured a professional site selector who noted that we do not market the fact that we have fresh water as an asset for marketing.

Kathy Methner, Middle Michigan Development Corporation and MichiganWorks!

The MEDC Region 5 Collaborative conducted a 3 day FAM tour a couple of months ago. The City of Harrison was designated as a Rising Tide community for RPI-5. Kathy is working with the Rising Tide Team (CATEam, MSHDA and Michigan Works!) to set the top goal plus ancillary goals.

9. Adjourn

There being no other business to come before the RED Team the meeting was declared adjourned at 2:00 p.m.

NEXT MEETING: January 22, 2016 at 11:45 a.m.

2016 RED TEAM MEETING SCHEDULE

MONTH	TIME	LOCATION
January 22, 2016	11:45 am	Saginaw – site TBD
March 4, 2016	11:45 am	Site TBD
May 6, 2016	11:45 am	Riverwalk, City of Gladwin
July 8, 2016	11:45 am	Iosco County – Site TBD
September 9, 2016	11:45 am	Site TBD
November 4, 2016	11:45 am	Tuscola County EDC in Caro

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.