

1. 8:00 A.M. Packet

Documents:

[OCTOBER PACKET.PDF](#)

A G E N D A

GRAND TRAVERSE ECONOMIC DEVELOPMENT CORPORATION

THURSDAY, October 11, 2018 – 8:00 a.m.

Governmental Center, 400 Boardman Avenue
Second Floor – Commission Chambers
Traverse City, MI 49684

CALL TO ORDER

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES OF 9-6-18

APPROVAL OF AGENDA

PUBLIC COMMENT/INPUT

Any person shall be permitted to address a meeting of the Economic Development Corporation, which is required to be open to the public under the provisions of the Michigan Open Meetings Act, as amended. (MCLA 15.261, et. seq.) Public comment shall be carried out in accordance with the following County Board Rules and Procedures:

Any person wishing to address the Corporation Board shall state his or her name and address.

Persons may address the Corporation Board on matters, which are relevant to county government issues.

No person shall be allowed to speak more than once on the same matter, excluding time needed to answer Corporation Board questions. The Chairperson shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes; except as follows:

Chairperson may at his or her discretion, extend the amount of time any person is allowed to speak.

Whenever a group wishes to address the Authority, the Chairperson may require that the group designate a spokesperson; the Chairperson shall control the amount of time the spokesperson shall be allowed to speak, which shall not exceed fifteen (15) minutes.

REPORTS / ACTION ITEMS

- 1) Marketing & Website Update (Christian and Chuncey)
- 2) 20 Fathoms Membership (Dennis and Andy Cole, Executive Director)
- 3) Tree Replacement Ordinance (Kevin)
- 4) EDO Update (Warren, Jessica and Mike)
- 5) Recap of TraverseCONNECT Board Meeting
- 6) Consultant – Request for Proposal (attached)
- 7) Private Sector Discussion set for November
- 8) Update Community Partners

OTHER BUSINESS

PUBLIC COMMENT/INPUT

Refer to Rules under PUBLIC COMMENT/INPUT above.

NOTICES

ADJOURNMENT

**GRAND TRAVERSE COUNTY
ECONOMIC DEVELOPMENT CORPORATION
September 6, 2018**

CALL TO ORDER

Chairman Call called the meeting to order at 8:05 a.m. in the Commission Chambers located on the second floor of the Governmental Center.

MEMBERS PRESENT

Gerald Chefalo, Michael Naughton, Warren Call, Christian Smith, Cheryl Gore Follette, Dennis Arouca, Marty Colburn, Kevin Klein, Richard Lewis, Nate Alger

MEMBERS EXCUSED

Jessica Sullivan

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

None.

APPROVAL OF AGENDA

MOVED by Gore Follette seconded by Naughton to approve the Agenda as presented. APPROVED unanimously.

APPROVAL OF MINUTES

MOVED by Chefalo, seconded by Klein to approve the minutes of August 2, 2018. APPROVED unanimously.

REPORTS / ACTION ITEMS

Dean Bott, Grand Traverse County Finance Director, provided a brief history and update of the EDC Funds. The funding is provided by the State and in 2014 the State went to a regional fund. \$1.5 million was approved by MEDC and transferred to date and is being handled by the Chamber (Venture's North under Traverse Connect). They report to state and county and have loaned about a million dollars. When we receive loan payments we can keep 18% for administration. Bott indicated that there was no correspondence since the end of 2011 and did not know how the administrative funds could be spent but would check into that and get back to the EDC.

Further discussion included that the EDC held a strategic planning session in January and should adhere to its mission which was to form an EDO and defining the region was briefly discussed. Marty indicated that planning grants may also be an option available to set up an EDO and he will be glad to call and inquire.

Dennis Arouca inquired about incubator funding for 20 Fathoms. Discussion continued regarding the EDC (as a government entity) may not have the ability to donate any funds to a non-profit. It may be possible, however, that 20 Fathoms could provide a proposal for services that the EDC may be able to purchase. Mike and Warren recused themselves because they are on the board of 20 Fathoms so there was no motion but Richard and Cheryl suggested that the Executive Director should bring back a proposal for services to EDC next month and on behalf of 20 Fathoms, Warren will pass along the recommendation.

Chris Forsyth identified his understanding of the law regarding EDC and will clarify and provide an outline of services that can be provided for next month's meeting.

EDO Update – Chair Call indicated that a list of organizations was created when discussion was held at strategic planning session. Along with Mike and Jessica, we have reached out to a number of those organizations and are trying to educate the public regarding what an EDO is, so the community will understand and be supportive. It's also important to make sure this discussion is happening in the private sector. Warren is also having this discussion with Traverse Connect and has met with about half of board members. Next Friday, September 14th, Jessica and Warren will be doing a presentation. Initial comments have been positive. Cheryl asked that part of their presentation, also discussed in the strategic plan, should include different areas of business, i.e. agriculture, manufacturing and tourism, not just technology.

OTHER BUSINESS:

Naughton will attend the September 21st event in partnership with and being held at Michigan Tech to encourage their involvement in Traverse City.

OLD BUSINESS:

Dennis requested continued discussion regarding the hiring of Chauncey Kelly. There was discussion to continue the contract to keep up the web site and assist with social media and support EDO.

MOVED by Cheryl Gore Follette, seconded by Christian Smith to approve a 12-hour/week contract with Chauncey Kelly through Kelly Services. **APPROVED** unanimously.

PUBLIC COMMENT

Chuck Korn indicated that he enjoyed meeting and there's already buzz (in the community) about the EDO.

NOTICES

Nate shared that the County will take part in the Chamber's Business Expo on November 13th and invited the EDC to be part of the booth. Discussion of marketing ideas for that event will be placed on the October agenda.

ADJOURNMENT:

Meeting adjourned at 9:12 a.m..





REQUEST FOR PROPOSAL **STRATEGIC REORGANIZATION OF** **REGIONAL ECONOMIC DEVELOPMENT**

PROJECT OVERVIEW

The Grand Traverse County Economic Development Corporation, in partnership with TraverseCONNECT, seeks an economic development consultant to facilitate the creation of a reorganization and partnership plan for our local economic development organizations. Our ultimate goal is to bring local municipalities, nonprofit organizations, and the private sector together around a strategic approach to economic development in order to grow a competitive, prosperous and sustainable regional economy. The target timeline for final recommendations is the end of first quarter 2019.

ORGANIZATIONAL BACKGROUND

Grand Traverse EDC: The Grand Traverse Economic Development Corporation is a public entity under the Grand Traverse County government. The EDC has overseen revolving loan funds, development efforts and county development staff. Governmental changes have eliminated the county Economic Development staff position and the county EDC is exploring ways to better collaborate with other local municipalities and organizations. <https://www.grandtraverseedc.com/>

TraverseCONNECT: TraverseCONNECT is a nonprofit company that oversees the Traverse City Chamber of Commerce, Venture North Funding and Development, a regional CDFI and revolving loan provider, and TCONN, a for-profit development company. TraverseCONNECT is in the process of selecting a new chief executive and is considering a reorganization of their departments. <http://traverseconnect.org/>

MISSION STATEMENTS

Grand Traverse EDC: To help grow, retain and expand businesses in the Grand Traverse region.

TraverseCONNECT: Be a catalyst for responsible economic growth & community well being

CURRENT SITUATION

The Grand Traverse County Economic Development Corporation recently completed a strategic planning process that envisions the creation of a regional economic development organization as

most logical local organization to fulfill this role as the regional EDO. Grand Traverse EDC will partner with TraverseCONNECT to reorganize TraverseCONNECT into a regional economic development organization that is a public-private partnership with broad-based investment from private sector companies, local nonprofits and municipal governments.

PROJECT OBJECTIVES

1. Evaluate existing organizational structures and understand stakeholder objectives
2. Recommend organizational structure to best accomplish economic development goals
3. Challenge our assumptions

BUDGET

\$20K?

PROPOSAL REQUIREMENTS

Firm Information

Include a brief description and history of your firm.

Project Approach

Please explain your project approach, style and process.

Staff Contact Information and Bios

Please include a summary of experience of all staff that will be involved.

Experience

Include a brief list of similar projects that your firm has completed.

Schedule and Timeline

Provide estimated project duration.

Cost

Proposals must include the flat-fee cost for all work.

DEADLINE

Please submit your proposal by November 15, 2018.

SUBMIT TO

Name

Direct Phone Number

Email

Address

GT EDC - Strategic Partner Questions

1. Why are you in the Grand Traverse region?
2. What is the biggest challenge your organization is currently facing?
3. What are your hurdles to growing in the Grand Traverse area?
4. What should your local EDC be doing?
5. What is the biggest economic challenges our area is facing?

GT EDC - Strategic Partner Interview Sheet

Date: _____

Interviewers: _____

Interviewees: _____ Job Title: _____

Business: _____

Business Address: _____

Primary Contact: _____

Have they heard of the GT EDC: _____

May the GT EDC follow up with you in the future: _____

Did you provide Jean's contact information: _____

	NAME	CONTACT	PRIMARY	SECONDARY	LOCATION
1.	Acme Township	Karly Wentzloff	Jessica		Acme
2.	ACS/Albert Sneed		Michael		Traverse City - City
3.	Alfie	Bonnie Alfonso	Jessica		Traverse City - Garfield
4.	Atlas Space		Christian		Traverse City - City
5.	Bill Donberg		Michael		Traverse City - City
6.	Cherry Capital Airport		Christian		Traverse City - Garfield
7.	Cherry Capital Foods		Warren		Traverse City - Garfield
8.	Cherry Republic		Jean		Traverse City - City
9.	Cherryland Electric		Warren		Traverse City - Blair
10.	City of Traverse City		Jean		Traverse City - City
11.	Crystal Mountain	Chris MacInnes	Jessica	Jean	Thompsonville
12.	East Bay Township	Robert Tubbs	Jessica		Traverse City - East Bay
13.	Elmers	Troy Broad	Jessica		Traverse City - Blair
14.	Events North/DDA	Allison Beers	Jessica		Traverse City - City
15.	Garfield Township	John Racine	Jessica		Traverse City - Garfield
16.	GR EDC	-	Jessica		Grand Rapids
17.	Groundworks		Christian		Traverse City - City
18.	GT County		Jean		Traverse City - City
19.	GT Law Association		Michael		Traverse City
20.	GT Tribe		Michael		Acme
21.	Hagerty	McKeel Hagerty	Jessica	Marty, Cheryl	Traverse City - City
22.	Jamie Kemler		Warren		Traverse City - City
23.	Kalamazoo EDC	-	Jessica		Kalamazoo
24.	Kelly Miller		Warren		Traverse City - City
25.	Leelanau Fruit		Warren		Suttons Bay
26.	MacUpdate		Warren		Traverse City - City
27.	Manufacturing Counsel		Michael		Traverse City - City
28.	Mark Johnson/Mhops		Jean		Acme
29.	MEDC		Jean		Lansing
30.	Minervini Group		Christian	Mike, Marty	Traverse City - City
31.	Munson Hospital		Jean		Traverse City - City
32.	N.M.C.	Tim Nelson	Jessica	Cheryl	Traverse City - City

	NAME	CONTACT	PRIMARY	SECONDARY	LOCATION
33.	N.Mi Angels		Warren		Traverse City - City
34.	One Up Web		Michael		Traverse City - Elmwood
35.	Resort		Michael		Acme
36.	Reynolds Jonkhoff	Peg Jonkhoff	Christian		Traverse City - City
37.	Rotary		Christian		Traverse City - City
38.	Safety Net		Michael		Traverse City - Garfield
39.	Sara Lee/Tyson		Jean		Traverse City - Garfield
40.	Shorts		Christian		Bellaire
41.	Sox Construction		Warren		Traverse City
42.	Spence Brothers	Bob Spence	Jessica		Traverse City
43.	Sunfrog		Warren	Jean	Gaylord
44.	TC Chamber of Commerce		Michael		Traverse City - City
45.	TC Connect		Warren		Traverse City - City
46.	TC Light & Power	Tim Aernds	Warren		Traverse City - City
47.	TC New Tech		Michael		Traverse City - City
48.	TC Tourism	Trevor Tkach	Jean	Jessica	Traverse City - City
49.	TCAPS		Jean		Traverse City - City
50.	Tent Craft	Matt Bulloch	Michael		Traverse City - Garfield
51.	Vector Ctr./Matt Welch		Warren		Traverse City - City
52.	West Front Primary Care	Dr. Nathan March	Jessica		Traverse City - City
53.	Young Professionals		Christian		Traverse City - City
54.	Benzie County				
55.	Blue Cross Blue Shield		Warren		Traverse City - City
56.	Britten Banners				Traverse City - City
57.	DTE				Traverse City - City
58.	Consumers Power		Warren		Traverse City - City
59.	Kalkaska Screw Products				Kalkaska
60.	Elmers Crane & Dozer				Traverse City - City
61.	Leelanau County				Traverse City - City