

1. 8:00 A.M. Packet

Documents:

[NOVEMBER PACKET.PDF](#)

AGENDA

**GRAND TRAVERSE ECONOMIC DEVELOPMENT CORPORATION
THURSDAY, November 8, 2018 – 8:00 a.m.
Governmental Center, 2nd Floor Commission Chambers
400 Boardman, Traverse City, MI 49684**

General Meeting Policies:

- ❖ Please turn off all cell phones or switch them to silent mode.
- ❖ Any person may make a video, audio or other record of this meeting. Standing equipment, cords, or portable microphones must be located so as not to block audience view.

If you need auxiliary aid assistance, contact 231-922-4760.

1. CALL TO ORDER:

2. PLEDGE OF ALLEGIANCE

3. 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.

4. APPROVAL OF AGENDA

5. ORDER OF BUSINESS:

- a. Approval of October 11, 2018 minutes.....2

6. REPORTS/ACTION ITEMS:

- a. Promotional Flyer
- b. Business Expo Booth (November 13)
- c. EDO Update

7. OTHER BUSINESS:

8. OLD BUSINESS:

9. SECOND PUBLIC COMMENT (Refer to Rules under Public Comment/Input above.)

- 10. NOTICES** – Seasonal Economy Summit (attached)
Next meeting December 13th

11. ADJOURNMENT

**GRAND TRAVERSE COUNTY
ECONOMIC DEVELOPMENT CORPORATION
October 11, 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 and led the pledge of allegiance.

MEMBERS PRESENT

Gerald Chefalo, Michael Naughton, Warren Call, Dennis Arouca, Kevin Klein, Richard Lewis (out @ 8:45), Nate Alger, Jessica Sullivan

MEMBERS EXCUSED

Marty Colburn, Christian Smith, Cheryl Gore Follette

PUBLIC COMMENT

None

REPORTS / ACTION ITEMS:

EDO Update and Consultant RFP

Warren led a discussion regarding the updated Request for Proposal for strategic reorganization of regional economic development that was distributed. At some point the goal would be to hire an Executive Director/CEO to run the EDO. **MOVED** by Chefalo, seconded by Arouca to edit the RFP as discussed and moved forward. **APPROVED** unanimously. Proposals are to be submitted by November 15th.

20 Fathoms Membership

Andy Cole presented general information regarding the history, mission and benefits to a membership with 20 Fathoms. Andy recommend the EDC consider a supporter membership which is \$500/month. **MOVED** by Lewis, seconded by Chefalo to negotiate a membership agreement with 20 Fathoms which includes the provision that such membership includes efforts in promotion of community development and bring back to the Board for consideration. **APPROVED** unanimously.

Tree Replacement Ordinance

Kevin Klein initiated a discussion regarding how some community ordinances are barriers to growth in the area. He encouraged the members to get familiar with tree ordinance (being proposed in TC) which could be very costly for a developer. Using Costco as an example, the cost to replace trees would have been almost as much as the property was valued at when purchased. It is understood that the City has to go through a process but it's difficult to encourage economic growth with the community moves forward with ordinances that stifle growth. He would like to see EDC get out in front of the "closed door" attitude in northern Michigan.

Jessical indicated that's what was found in 2017 and Dennis agreed that we need to be more inviting to businesses. Further discussion is needed in this area and Kevin will keep abreast of the process going

through the City and will prepare a memo to the City from the EDC to be reviewed at the next meeting. Dennis added that there are seven (7) groups that focus on water in the area - how many focus on economic development? Naughton added that the population in Grand Traverse County has actually decreased and this can be a bad sign and Jessica said the workforce numbers continue to go down as well.

Marketing & Website Update

Lauren Harris and Chauncey Kelly reported on their efforts. Lauren has been working with Christian on the website. The marketing team has also been discussing what the board needs to do to promote the transition to an EDO. Their goal is to present the vision of transitioning into an EDO and explain what it is, how it's different than the EDC and provide examples of what's been done before.

Graphic designer will be used to put together a one page promo page to present to the public. This "promo" will identify the importance of having the correct structure and benefits going forward and can be used one on one or with media, etc.. A draft will be available next meeting. With the business expo coming up on November 13th, the board requested this be completed for the November 8th meeting so it could be approved. Per Nate, no action is needed to proceed with this expenditure estimated at \$50/hour for approximately 5 hours. Chancey will continue to work on the website and make sure it contains appropriate content to legitimize the organization.

OTHER BUSINESS:

Dennis indicated the board has been invited by Food for Thought's Long Lake facility to see what they have done and have to offer. Please consider this for a future meeting. Individual members may not get as much consideration as if we attend at a whole board.

Nate indicated that Bott prepared the budget for 2019 and it is limited, including only what's allotted for Chancey's time. At some point, the agreement with Ventures North was extended through the end of this month (October 31, 2018) so funding we had hoped may be available, is not. Alger and Bott spoke with MEDC, specific to the CDBG funds currently managed by Venture's North and MEDC strongly encourages the County to maintain this arrangement as Ventures North is doing a great job administering the funds

OLD BUSINESS - none

PUBLIC COMMENT - none

ADJOURNMENT:

Meeting adjourned at 9:15 a.m..



'TIS THE SEASON

Planning for Northwest Michigan's Seasonal Economy

Traffic, population, business activity, agriculture: in Northwest Michigan, it all comes and goes with the seasons. With an economy tied to agriculture and tourism, communities throughout the region must account for seasonal activity when budgeting and planning for services, transportation, public safety, and workforce housing.

- How can we plan for large seasonal populations on small year-round budgets?
- How do we accommodate ever-fluctuating needs for workforce housing, transportation, and public safety?
- What are the costs, benefits, and impacts of tourism and a seasonal economy?

'TIS THE SEASON: PLANNING FOR NORTHWEST MICHIGAN'S SEASONAL ECONOMY will begin a regional conversation about these issues and more!

DECEMBER 3, 2018

9 am - 4 pm

Hagerty Conference Center
Traverse City, MI

Register Online:

nwm.org/lugsummit

\$45 Early Bird registration through November 16

\$55 Registration ends November 26

**LOCAL GOVERNMENTS AND OTHER
COMMUNITY LEADERS ARE INVITED
TO LEARN ABOUT AND DISCUSS:**

- The tourism "life cycle"
- Costs, benefits, and impacts of tourism and a seasonal economy
- Sustainable tourism concepts and models
- Planning and zoning for agriculture tourism and short-term rentals
- Trends in entertainment- and alcohol-oriented tourism
- Transportation planning for year-round residents and tourists



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