

GRAND TRAVERSE COUNTY
ECONOMIC DEVELOPMENT CORPORATION (EDC)

June 7, 2018

CALL TO ORDER

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

MEMBERS PRESENT

Warren Call, Michael Naughton, Christian Smith, Cheryl Gore Follette, Dennis Arouca, and Marty Colburn.

MEMBERS EXCUSED

Kevin Klein, Jessica Sullivan, Richard Lewis, Gerald Chefalo.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

None.

APPROVAL OF AGENDA

Moved by Arouca, seconded by Smith, **approved** unanimously.

APPROVAL OF MINUTES

Moved by Gore Follette, seconded by Colburn to approve the April 5, 2018 GTEDC meeting minutes as presented, **approved** unanimously.

Reports/Receive and File Communications

FUTURE EDC MEETINGS

Chairman Call suggested that the board will only meet as required, meaning there are tangible agenda items that require a motion and vote. After board discussion, it was determined Chairman Call has the ability to cancel a monthly meeting the week of if no substantial agenda items exist. No action item required.

CAR CONFERENCE UPDATE

Arouca delivered multiple updates to the July CAR Conference at the Grand Traverse Resort.

Expenses – Arouca highlighted that we had a \$7,500 expenditure for the GTEDC booth and a \$5,000 expenditure to co-sponsor the MEDC Welcome Event previously committed by Jean Derenzy. Moved by Naughton, seconded by Arouca, **approved** unanimously.

Navia Shuttle Wrap – Arouca highlighted an opportunity to graphically wrap an autonomous Navia bus that would navigate to the Conference without a driver. The cost to bring the bus to Traverse City is \$22,000 (\$20,000 for bus, \$2,000 to wrap). GTEDC would commit \$12,000 as they realize it is a great opportunity to support business, NMC committed to \$2,500, leaving \$7,500 to be funded elsewhere. Moved by Arouca, seconded by Gore Follette, **approved** unanimously.

WEBSITE UPDATE

Smith reported on a new website update approach with NMC per a discussion with NMC President Tim Nelson and GTEDC Warren Call. It is decided that NMC students will work on GTEDC website updates through their seniors in the CIT program.

STRATEGIC PLAN UPDATE

Chairman Call and Naughton provided updates on creation of EDO. Right Place Executive Director will be coming up to Traverse City in August or September to meet with private sector leadership to advise on how the EDO should be structured. Chairman Call suggested the GTEDC is still on track to meet its goal of forming an EDO by 2019.

GTEDC BUDGET UPDATE

Board members discussed a \$140,000 budget from Grand Traverse County, this does not include current expenses such as GTEDC website and CAR Conference line items.

ADMINISTRATIVE SUPPORT

In lieu of Karen McIntyre's departure from Grand Traverse County, the GTEDC has been left with no administrative support. Given the budget update, board members discussed finding temporary assistance for preparation to the CAR Conference. Moved by Gore Follette, seconded by Arouca, **approved** unanimously.

OTHER BUSINESS

Michigan Tech – Naughton updated the board that there will be a business leaders to Michigan Tech University trip September 21st.

TARDEC/AECOM – Naughton updated board members that TARDEC/AECOM will be holding future events in the area due to the high volume of support they have received from local businesses.

Moving Businesses – Arouca suggested that GTEDC does more to help businesses that are considering a move out of the Traverse City region.

PUBLIC COMMENT/INPUT

NOTICES

ADJOURNMENT

There being no further business and no objection, meeting adjourned 9:03a.m.

Warren Call, Chairman