

**WASHTENAW COUNTY**  
**ECONOMIC DEVELOPMENT COORDINATING COMMITTEE**

**July 13, 2016**

**8:00-10:00 am**

**Washtenaw County Learning Resource Center**  
**4135 Washtenaw Ave, Ann Arbor**

**Committee Members In Attendance:** Conan Smith, Matt Sandstrom, Marie Klopf, Calvin Evans, Eric Helber, Lynne Friman, Rose Bellanca, Leslie Ledbetter, Brenda Stumbo, Paul Krutko Jr., Luke Bonner, and Sean Duval

**Committee Members Absent:** Amanda Edmonds, Michael Henry, Todd Clark, Ruth Ann Jamnick, and Alicia Ping

**Ex Officio Members in Attendance:** Roy Townsend, Evan Pratt, And Gregory Dill

**Ex Officio Members Absent:** Jerry Clayton, Robert Tetens, Felicia Brabec, Doug Fuller, and Ryan Buck

**Staff & Members of the Public:** Deb Polich, Mary Kerr, Marry Zucchero, Shary Brown, Suzanne Upton, Jae Gerhart, Peter Stevens, Tom Freeman, Coy Vaughn, Tiffany Rakotz, Austin Wertheimer, Melissa Milton-Pung, Anthony VanDerworp, Andrea Plevек, and Brett Lenart

**1. Welcome and Introductions**

- Conan Smith started the meeting at 8:14 when quorum was attained
- Smith requested that everyone introduce themselves
- Greg Dill announced that Brett Lenart was stepping down as Interim Director of the Office of Community and Economic Development and that Andrea Plevек was stepping in to that role

**2. Approval of Minutes**

- Conan Smith requested a motion to move the June minutes
- **Motions**
  - Marie Klopf motioned
  - Lynne Friman seconded
  - Unanimously approved

**3. Mini Grant Applications**

- **Artrain 'Creative Voice'**
- \$10,000 to market and expand the "Creative Voice" video art journalism project
  - Tony VanDerworp provided a brief overview and introduced Deb Polich the President/CEO of Artrain to answer any questions
  - Deb Polich addressed the following
    - Expansion of project
    - Operational budget support
    - Sustainability plan
  - **Motion:** approved \$10,000
    - Brenda Stumbo motioned to support
    - Sean Duval seconded
    - Motioned carried 11in favor/ 1 against (Conan Smith)

- **UofM Penny Stamps Series in Ypsi**
- \$10,000 to market and implement the Penny Stamps speakers series in Ypsilanti
- Tony VanDerworp introduced the minigrant and opened the floor for discussion
  - The EDCC asked that the staff contact the applicant and ask for more detail about budget, community engagement, marketing strategy
  - EDCC members also requested that staff invite the applicant to appear at the next meeting
  - No motion was taken, it was stated that further discussion and a decision would be made at the next regularly scheduled EDCC meeting
- **WonderFool Productions “Fools & Ghouls in Ypsi”**
- \$10,000 requested to plan, market and engage community to develop and implement new event
  - Tony VanDerworp introduced the minigrant and directed questions about the application to Shary Brown the president of the WonderFool board
- **Motion:** approved \$10,000
  - Lynne Friman motioned to support
  - Rose Bellanca Seconded
  - Unanimously Approved
- **Slow Food Huron Valley “HomeGrown Festival”**
- \$5,000 request to expand marketing of event.
  - Tony VanDerworp provided an overview of the application and introduced Jae Gerhart and Peter Stevens representatives of the event planning committee
    - The EDCC requested a budget.
- Conan Smith suggested the EDCC approve the grant pending the submission and approval of a budget by County Staff.
- **Motion:** \$5,000 approved pending the approval of a budget
  - Brenda Stumbo motioned
  - Sean Duval seconded
  - Unanimously approved
- **Dixboro Village Green Inc.**
- \$10,000 request for “Farmer’s Market Enhancement Project”
  - Tony VanDerworp introduced the application and Tom Freeman President of Dixboro Village Green Inc. to answer any questions
  - The following was discussed:
    - More detail on the market enhancement program
    - Differentiation between internship and externship
    - Outline of externs work plan to provide vendors with public engagement
    - EDCC should track and asses this.
- **Motion:** Approved \$10,000
  - Brenda Stumbo motioned in support
  - Eric Helber seconded
  - Unanimously approved

#### 4. Quality of Place

- Conan Smith introduced Coy Vaughn as the Deputy Director of the Parks Commission. Smith also introduced the topic of discussion, Quality of Place and Placemaking.
- Coy Vaughn spoke about the following:
  - Quality of Place in the “New Economy”

- Brief comparison of the "New" and "Old" Economy
  - What Parks and Recreation affects in the new economy
- Affects parks and recreation have on a community
- Park land management structure
- History of Washtenaw County Parks and Recreation Commission
- Millage funding
- Partnership funding structure
- Natural Areas Preservation Program Millage
- The connection between quality parks, quality places, and quality of life
- Melissa Milton-Pung Economic Development & Historic Preservation Project Manager for Washtenaw County presented on the following:
  - Washtenaw County investment sources
  - Importance of Historic resources in creating a communities identity
  - Arts & Cultural Heritage Tourism in general and how it is defined
  - Benefits of Heritage Tourism
  - Economic Impact of Arts & Cultural Heritage Tourism
    - Draw of income into the community
    - Jobs it creates
    - Tax revenue increase
  - Washtenaw County Local Historic Districts
    - History of the Historic District Commission
  - Washtenaw County Heritage Tours Developed by County Staff
  - Plans for future development of heritage tours
- Anthony VanDerworp provided an overview of Act 88 funded placemaking and quality of place programs and activities. This included:
  - Definition of placemaking
  - Spark East Business Incubator and its effect on the vibrancy of downtown Ypsilanti
  - EMU Foundation and act 88 LiveYpsi program and benefits to the community
  - Farmers Markets and Food system development
  - Other partners and projects including:
    - Manchester Lighter Quicker Cheaper project
    - Legacy Land Conservancy family recreation map
    - Ypsilanti African American Heritage signage
- Mary Kerr President/ CEO and Mary Zucchero Director of Business Engagement for the Washtenaw County CVB presented on Placemaking projects related to the accommodation tax. Topics discussed included:
  - Physical Placemaking
  - Ypsilanti Community
    - New mural on the Ypsilanti City Hall sponsored by the CVB
    - Façade rehabilitation at the CVB offices in Ypsilanti
    - Frog Island canoe launch improvements and partnerships
  - Community Tourism Action Plans:
    - Process and inception
    - Requirements including a 20% community match
    - Highlights of 30 projects initiated over three years:

- Brand and marketing efforts for numerous communities throughout Washtenaw County
- Event development
- Beautification projects
- Historical heritage trails
- Wayfinding projects in 5 County communities
- County Wide activities:
  - Leveraging Pure Michigan partnership
  - National Museum of Aviation and Technology at Willow Run
    - Storytelling
    - Media tours
    - Event sponsorships
  - The Big 400 initiative promoting nature and recreational tourism
- “It all starts with a visit”: how tourism and quality of place are synergistic with work, business attraction and quality of life.

**5. RFP Update**

- Anthony VanDerworp reminded the EDCC of the time line for RFP review and recommendations
- VanDerworp directed the EDCC to additional handouts which included previous act 88 projects and two overview articles prepared by staff about the priority investment areas the Board of Commissioners have identified for Act 88 monies, The 48197/98 area codes and Food System development

**6. Discussion, Comments, Questions**

**7. Adjournment**

- The meeting adjourned at 10:10 am, through general acclimation.
- The Next regularly scheduled EDCC meeting will take place on **Friday, August 5, 2016, 8:00am to 10:00am, in the Michigan Room of the Washtenaw County Learning Resource Center, located at 4135 Washtenaw Avenue, Ann Arbor, Michigan**

**Note:**

All attachments and presentations provided to the EDCC can be found on the county website <http://www.ewashtenaw.org/edcc>

**Attachments:**

June Minutes  
 Mini-Grants  
 Previous act 88 projects  
 48197/98 article  
 Food System Article

**Next Regularly Scheduled Meeting:  
 Friday, August 5, 2016 8-10am**