

WASHTENAW COUNTY
ECONOMIC DEVELOPMENT COORDINATING COMMITTEE
ACCOMMODATIONS ORDINANCE & ACT 88

Meeting Minutes

March 4, 2016

8:00-10:00 am

Washtenaw County Learning Resource Center
4135 Washtenaw Ave, Ann Arbor

Committee Members In Attendance: Conan Smith, Ruth Ann Jamnick, Alicia Ping, Rose Bellanca, Luke Bonner, Todd Clark, Calvin Evans, Lynne Friman, Michael Henry, Eric Helber, Marie Klopff, Leslie Ledbetter, Brenda Stumbo Paul Krutko, Jr., Amanda Edmonds, and Sean Duval

Committee Members Absent: Matt Sandstrom,

Ex Officio Members in Attendance: Robert Tetens, Roy Townsend, Evan Pratt, Gregory Dill, Felicia Brabec, and Doug Fuller

Ex Officio Members Absent: Jerry Clayton and Ryan Buck

Staff & Members of the Public: Andy LaBarre, Deb Polich, Nancy Merdzinski, Mary Zucchero, Dennis Doyle, Kelly Victor-Burke, Sarah Miller, Mary Kerr, Austin Wertheimer, Anthony VanDerworp, Melissa Milton-Pung, and Brett Lenart

1. Welcome and Introductions

- Conan Smith welcomed all attendees and asked for everyone to introduce themselves
- Smith stated that the purpose of this meeting is to gain a better understanding of the Accommodations Ordinance and Act 88 millage and how they are used. The Washtenaw County Convention & Visitor Bureau and Office of Community & Economic Development handle those funds respectively.

2. Approval of Minutes

- Conan Smith asked for the approval of the February Minutes.
- Motions
 - Mike Henry motioned to approve
 - Brenda Stumbo seconded
 - Unanimous approval

3. Accommodations Ordinance Overview

- Tony VanDerworp directed members to the handout titled *Background Information Accommodations Ordinance*

- VanDerworp walked through the handout, which provided:
 - Purpose of the ordinance
 - Revenues collected since 2010
 - The Washtenaw County Convention & Visitors Bureau Contract
 - WCCVB budget and reporting requirements
 - The EDCC charge regarding the Accommodations Ordinance
- Washtenaw County Convention & Visitors Bureau Overview
 - Conan Smith provided an account of the recent merger of the Ann Arbor Area CVB and the Ypsilanti Area CVB to create the Washtenaw County CVB
- Mary Kerr, President/CEO of the WCCVB provided an overview of the WCCVB activities and plan moving forward. This included:
 - Activities of the WCCVB that addressed specific initiatives included in the Management with County including: 10 year contract for Ypsilanti offices; employment of all YACVB staff; creation of a Sports Commission; strategic planning
 - The Economic Impact of Tourism in Washtenaw County
 - Visitor spending: \$824M
 - \$12.5M Union Training programs
 - Local Travel and tourism jobs 7,782/ \$175M in full time equivalent earnings
 - Tracking metrics /CVB Performance Dashboard:
 - Smith Travel Research Report
 - Hotel inventory projection
 - Definite Room Nights
 - Average Daily rate
 - Ad Impressions
 - Revenue
 - Media Value
 - Room Occupancy
 - A comparison of other CVB's budgets
 - The marketing and sales program
 - Media Relations
 - Ann Arbor Area Visitors Guide/Community Events
 - Color Run
 - NHL Wither Classic
 - Ann Arbor Art Fair
 - LPGA Volvik Championship
 - MI Summer Beer festival
 - Community Tourism Action Plan
 - Certified Tourism Ambassador program
 - Ann Arbor Area Sports Commission
 - Value of the Pure Michigan national partnership
 - New markets they plan on reaching with the recent merger
 - Easter Michigan university
 - Religious Markets
 - Diversity Markets

- Extended Stay markets
- The following discussion took place:
 - Relating to public relations/press tours, sustainable food as a focal point for CVB and hospitality businesses events and conferences. The CVB includes locally sourced food promotion in press tours. Recommend they work with hotels and conference facilities to promote sustainable food
 - Does the CVB include population when comparing budget size to comparable CVBs?
 - Other areas the CVB helps the local economy
 - CVB works in partnership with SPARK to help attract businesses/ site selectors to eastern county through FAM tours
 - help EMU be a concert venue
 - need significant, dedicated meeting space to attract larger meetings/conferences
 - Other Discussion:
 - CVB reports jobs created by hospitality industry and the wages of those jobs
 - How do hotel workers get to work? Is the transportation system ok?

4. Act 88 Overview

- Anthony VanDerworp provided an overview of the funding History of Act 88. He directed the committee to the short handout titled *Background Information Act 88*.
 - The handout included information on:
 - Funding history and millage rates
 - Eligible and ineligible uses of funds
 - Priority investment areas:
 - Local food system growth (as this comports with the Act's purpose and is an economic opportunity for the County); and
 - Job/wealth growth in economically challenged communities (particularly the 48197/98 zip codes that have been hardest hit by the recent recession)
 - Allocation of funds:
 - 60% for RFP process
 - 10% through allocation of mini grants from the EDCC
 - Up to 30% for Office of Community and Economic Development administration of Act 88 activities
- VanDerworp presented an overview of Act 88 projects and some metrics that are tracked
- This included:
 - Act 88 outcomes:
 - Increasing the trade in products of the County or the State
 - Encouraging immigration & tourism
 - Advertising the agricultural and industrial advantages of the County or the State
 - Projects related to Expansion, Attraction, and Retention
 - Projects that increase community capital
 - Increasing trade of agricultural products
 - Marketing advantages of the county
 - Use of Office of Community and Economic Development Funds
 - Current Act 88 projects

- The Act 88 funding cycle

5. EDCC Activity (EDCC Roles in Economic Equity)

- Conan Smith announced that this activity was postponed until the next meeting

6. Equity Discussion Draft

- Anthony VanDerworp directed the committees attention to the Draft Report to the BOC and asked them to review it and have comments for the next meeting due to time constraints

7. Adjournment

- The meeting adjourned at 10:05 am, through general acclimation.
- The Next regularly scheduled EDCC meeting will take place on **Friday, April 1, 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

February Minutes
Accommodations Ordinance Overview
Act 88 Overview
Equity Discussion Draft Report