

WASHTENAW COUNTY
ECONOMIC DEVELOPMENT COORDINATING COMMITTEE

Meeting Minutes

May 6, 2016

8:00-10:00 am

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

Committee Members In Attendance: Conan Smith, Luke Bonner, Todd Clark, Calvin Evans, Lynne Friman, Michael Henry, Eric Helber, , Leslie Ledbetter, Brenda Stumbo, Paul Krutko, Jr., Amanda Edmonds, and Sean Duval

Committee Members Absent: Matt Sandstrom, Ruth Ann Jamnick, Alicia Ping, Rose Bellanca, Marie Klopf

Ex Officio Members in Attendance: Roy Townsend, Gregory Dill, Felicia Brabec, Doug Fuller and Ryan Buck

Ex Officio Members Absent: Jerry Clayton, Evan Pratt and Robert Tetens

Staff & Members of the Public: Deb Polich, Nancy Merdzinski, Mary Kerr, Phil Santer, Jennifer Olmstead, Pat Vaillencourt, Austin Wertheimer, Anthony VanDerworp, Melissa Milton-Pung, and Brett Lenart

1. Welcome and Introductions

- Conan Smith opens the meeting at 8:00am
- Smith requested that all state their name and affiliation for the new guests
- Smith provided a brief outline of the meeting

2. Approval of Minutes

- Smith requested a motion for the approval of the Revised March Minutes and April Minutes
- **Motions**
 - Doug Fuller so motioned
 - Michael Henry 2nd
 - Unanimously supported

3. EDCC Roles in Economic Equity Exercise

- Conan Smith introduced the exercise
- Smith stated that the purpose of this exercise is to orient the groups think toward what some of the import issues regarding economic equity are and the roles that the county can play in addressing them.
- The roles included:
 - **Leader:** Take a lead role in addressing an issue or opportunity
 - **Funder:** Recommend to the BOC funding for projects and initiatives
 - **Supporter:** Show support for the work of others
 - **Convener:** Bring people together to address an issue or opportunity
- All were invited to participate in the breakout session. There were five small groups.
 - The small group session lasted approximately 35 minutes
- Tony VanDerworp requested that each group briefly speak about the discussion that took place
- In general all of the groups landed on education as the main topic the drove their small group discussions as the key to increasing prosperity and economic equity. The following statements were made:
 - “If our kids are not prepared to enter school, many drop out or don’t move to a career or college education”
 - “We are only as good as our weakest link, we need to foster a culture of education among”
 - “Many jobs in the county go unfilled – especially in the medical and technical sectors”
 - “This is a long term issue that must be addressed”
 - “We need a public policy framework so we can make progress on this”
 - “Universal pre-k should be county-wide”
 - “College Promise programs don’t matter if we don’t have kids prepared for college”
 - “We have known solutions that need to be implemented”
- It was noted that much has already been done in this arena:
 - We have early education pioneers and experts right here in the county
 - Known solutions Early Education Alliance
 - Some other examples (Mount Clemens ,Ford Next Generation)
- The following ideas for next steps and recommendation were stated:
 - What is needed is a Public Policy Framework on this.
 - Someone needs to pull all the data together.
 - The County could take a Lead or Convener role in this.
 - Develop a public policy framework on early education.

4. Mini Grant Applications

- Tony VanDerworp introduced Pat Vaillencourt the President of Manchester Village indicating that she would be available to answer questions regarding the application
- **Manchester Chamber of Commerce:**
- \$10,000 request for “Make it Manchester campaign”
 - Tony Vander warp provide some context:

- VanDerworp noted that part of this funding would be used as a matching grant for a Lighter Quicker Cheaper grant provided by the Michigan realtors Association - \$3,500
- VanDerworp briefly described the LQC concept and provided an overview of the application.
- Pat Vaillencourt fielded a few questions:
 - Partners listed and local business involvement
 - How Manchester plans on tracking metrics
- **Motions:** Approved for \$10,000
 - Michael Henry motioned to approve
 - Brenda Stumbo seconded
 - Unanimous support for \$10,000 mini-grant request

5. Ann Arbor Spark Overview

- Tony VanDerworp briefly provided an overview on some of the main economic resources in Washtenaw County and notes that Ann Arbor Spark is the County Governments main economic development entity.
- Conan Smith Introduced Paul Krutko as the President and CEO of Ann Arbor Spark
- Paul Krutko introduced two members of his team, Phil Santer Vice President of Business Development and Jennifer Olmstead Senior Business Development Manage
- Paul provides an overview of Ann Arbor SPARK's operation. This included:
 - A brief history of SPARK
 - SPARK's mission statement
 - Philosophy and goals
 - Five basic strategies:
 - Acceleration
 - Growth
 - Talent
 - Leadership
 - Planning
 - Sparks focus on the "driving industries" of the Ann Arbor Region
 - Auto/Mobility
 - Software/IT
 - Life sciences
 - Photonics
 - A summary of high level economic growth statistics
 - Private sector job gains
 - Unemployment rates
 - Taxable Values
 - Commercial building vacancy rates
 - Primary Function of Spark
 - Business Development:
 - Entrepreneurial Services:
 - Marketing the Region
 - Primary Beneficiaries
 - ROI Stats and Data

- Overview of successful business development projects
- Phil Santer provided an overview of 2016 1st quarter business development as well as retention and expansion efforts
Data generated from the CEO roundtable that SPARK hosts annually
- The regional collaboration and work done to create the American Center for Mobility
- Jennifer Olmstead gave an overview of the 48198/48197 initiative
 - SPRK east incubator
 - Innovate Ypsi incentives
- Paul Krutko described the entrepreneurial support and business acceleration services SPARK provides. This includes:
 - EDU and networking
 - Incubator space
 - Direct services and grants
 - Funding
 - Anna Arbor SPARK innovation center Open House event that occurs annually
 - Entrepreneurial services result information
 - Entrepreneurial success stories
- Talent services overview
 - Sparks Talent portal
 - Companies assisted
 - A2 Tech Trek event
 - Marketing the region to talent and companies
- Virtual Business Advisor platform
 - Partners
 - Business Resources
 - Tailored business advice and resources provided to each business based on questionnaire
- Overview of Primary Funding Sources for SPARK
 - State of Michigan Economic Development Corporation
 - Washtenaw County and local municipalities
 - Private Corporations
 - Universities
- Spark revenue allocation
- Washtenaw County RFP funding Breakdown
- Washtenaw County ROI
 - 2006 to present
 - 2015 funding cycle

6. **Discussion, Comments, Questions** - none

7. **Adjournment**

- The meeting adjourned through general acclimation at 10:05am
- The Next regularly scheduled EDCC meeting will take place on **Friday, June 3, 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:

Revised March Minutes
April Minutes
EDCC Draft Report- Equity Section
Manchester Chamber Minigrant
Commuter Map
Econ Dev Resource map
Econ Dev in the News

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