

WASHTENAW COUNTY
ECONOMIC DEVELOPMENT COORDINATING COMMITTEE
October 14, 2016 Meeting Minutes
1:00-4:00 pm
Washtenaw County Learning Resource Center
4135 Washtenaw Ave, Ann Arbor

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

Committee Members Absent: Matt Sandstrom, Luke Bonner, Marie Klopff, and Alicia Ping,

Ex Officio Members in Attendance: Gregory Dill

Ex Officio Members Absent: Ryan Buck Jerry Clayton, Roy Townsend Robert Tetens, Felicia Brabec, Doug Fuller, and Evan Pratt

Staff & Members of the Public: Mary Kerr, Sarah Miller, Maura Thomson, Tom Colis, Jae Gerhart, Connie Crump, Kay Michelle, Brenda McKinney, Austin Wertheimer, Melissa Milton-Pung, Anthony VanDerworp, and Andrea Plevak

1. Welcome and Introductions

- At 1:05 pm the meeting began when quorum was reached.

2. Approval of Minutes

- Ruth Ann Jamnick requested a motion to approve the August and September minutes.

Motions

- Michael Henry Motioned
- Paul Krutko seconded
- Unanimously supported

3. Mini Grant Applications

- **Riverside Art Center "First Fridays"**
- \$10,000 requested for First Friday data collection and expanded marketing.
 - Anthony VanDerworp provided an overview of the proposal reminding the EDCC that the application was reviewed at the previous meeting.
- **Motion:** approved \$10,000
 - Todd Clark moved to support
 - Michael Henry seconded
 - Unanimously supported for \$10,000 in funding.
- **Ann Arbor Film Festival**
- \$10,000 requested for marketing and outreach for the 55th Ann Arbor Film Festival
 - Anthony VanDerworp provided an overview of the application and indicated that a representative from the film festival was available to answer questions.
- **Motion:** approved \$10,000
 - Michael Henry motioned to support
 - Lynne Friman seconded

- Unanimously approved for \$10,000
- **A2Y Chamber “EDA grant”- withdrawn**
- **MSUE “whole sale success workshop”**
- \$10,000 requested to bring the FamilyFarmed Wholesale Success Workshop to Washtenaw County
 - Anthony VanDerworp provided a brief overview of the application and acknowledged that Jae Gerhart MSUE Local Food Coordinator was available to answer any questions.
 - Discussion took place regarding the following:
 - Expected attendance
 - Duplication of similar work throughout the County and State
- **Motion:** approved \$10,000
 - Michael Henry motioned to support
 - Sean Duval seconded
 - Unanimously supported for \$10,000 in funding

4. Convention and Visitors Bureau Strategic Plan and 2017 Budget

- Eric Helber the CVB Board Chairman introduced the strategic plan and discussed the process that took place in creating it. This included:
 - The members of the Executive Committee
 - The Board Members
 - The timeline of the 6 month planning process:
 - Situation review/Stakeholder engagement
 - Strategic plan day and a half workshop
 - Plan Development and Review
 - Engagement process:
 - Including 27 interviews
 - Over 100 responses to the DestinationNEXT survey assessment
 - Regional demographics of the responders
- Mary Kerr the President & CEO of the WCCVB presented the key findings of the stakeholder engagement and key points of the three year strategic plan. This included:
 - The DestinationNEXT diagnostic tool measuring quality of the physical destination and the strength of the communities engagement
 - Where Washtenaw County ranks amongst communities in the DestinationNEXT matrix
 - Key opportunities for improvement from the planning process includes:
 - Road infrastructure for traffic congestion
 - Brand development and recognition
 - Internet infrastructure and public Wi-Fi
 - A need for larger convention and meeting facilities
 - Better workforce relations and retention
 - Six key goals moving forward included:
 - Accelerated Sales
 - To build upon new opportunities such as the Sports Commission to fill the increase in hotel inventory
 - Strong Collaboration & Partnerships
 - Strengthen relationships with the arts and creative sector

- Universities
- Transportation authorities
- And economic development groups
- Destination Development
 - Help to develop emerging destination trends and strengthening the many locales in the Washtenaw community
- Improved Community Engagement
- Sustainable organization
- Powerful New Brand
- Tim Colis a CVB Board member, the Finance Committee and Chair of the Audit Committee overviewed the budget and budget process:
 - The final budget sheet was provided to the EDCC
 - Tim Provided an overview of the budget
 - Highlighted the process and internal review of the budget
 - Compared the WCCVB's expenditures to other CVB's of similar size.
 - Tim answered questions regarding:
 - Outstanding loan for renovation and update of CVB's offices
 - Increase in total revenue
- **Motion Approval of 2017 WCCVB Budget:**
 - Michael Henry motioned to support
 - Lynne Friman seconded
 - Unanimously approved

5. Preparing for Joint working session with the Board of County Commissioners

- As the working session was canceled Anthony VanDerworp reviewed the work of the EDCC through the last year. This Included:
 - Review of the EDCC Charge
 - Review the EDCC Committee Charter
 - What has been accomplished regarding the committee charter
 - Topics and County programs related to Economic Development
 - Topics and programing that still need to be covered related to Economic Development
 - Key observations by the EDCC
 - The Counties role in economic development
 - The current resolution proposed to the Board of commissioners related to economic development funding in Fiscal year 2017 and the discontinuation of the act 88 millage:
 - 2017 - Fund the following out of General Fund & left over Act 88 \$\$
 - \$500,000 SPARK
 - \$166,752 MSUE
 - \$15,000 Farm Council
 - \$88,000 Growing Hope
 - \$115,000 OCED
- Greg Dill the Interim County Administrator spoke about the current plan moving forward as a County and for the EDCC regarding economic development.
 - The hiring process for the next County Administrator
 - Greg Dill took Questions regarding the above mentioned topics.

6. Discussion, Comments, Questions

7. Adjournment

- The meeting adjourned at 2:50 pm, through general acclimation.
- The Next regularly scheduled EDCC meeting will take place on **Friday, November 4, 2016, 8:00am to 10:00am, in 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:

August Minutes
September Minutes
Mini-grants
WCCVB Budget
EDCC/BOC prep ppt

Next Regularly Scheduled Meeting: Friday, November 4, 2016 8-10am