

**WASHTENAW COUNTY**  
**ECONOMIC DEVELOPMENT COORDINATING COMMITTEE**  
**October 6, 2017 Meeting Minutes**  
**8:30-10:30 am**  
**Washtenaw County Learning Resource Center**  
**4135 Washtenaw Ave, Ann Arbor**

**Committee Members In Attendance:** Rose Bellanca, Sean Duval, Eric Helber, Mike Henry, Ricky Jefferson, Marie Klopf, Paul Krutko, Jr, and Brenda Stumbo.

**Committee Members Absent:** Ruth Ann Jamnick (Chair), Todd Clark, Leslie Ledbetter, Lynne Friman, Jason Morgan, Calvin Evans, Amanda Edmonds, and Matt Sandstrom.

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

**Ex Officio Members Absent:** Ryan Buck, Jerry Clayton, Andy LaBarre.

**Staff & Members of the Public:** Mary Kerr, Mike Alamay, Sarah Miller, Tom Cullis, Laura Beraduchi, Andrea Plevек, Deb Polich, and Nathan Voght.

**1. Welcome and Introductions**

- Greg Dill called the meeting to order at 8:35am. He informed the group that Ruth Ann Jamnick could not make the meeting, and we don't yet have a quorum. Everyone introduced themselves. He turned meeting over to A. Plevек. She informed the group that Melissa Milton-Pung had found another position with the MML.

**2. Mary Kerr, CVB Annual Budget Presentation**

- Mary Kerr introduced Eric Helber
- Mr. Helber reviewed the CVB impacts to the economy and the "You are Welcome Here" video.
- Mary Kerr discussed CVB accomplishments
  - You are Welcome Here video
  - Launch of new brand in 2018
  - One of four statewide partners
  - Welcomed two groups to the County
  - Organized building trades and training groups
  - Will partner with the National Association of African American and Human Resources in 2018
  - Discussed 2 new workforce development programs for the hospitality industry
  - Wayfinding signs installed in 2016 and phase II of program coming soon.
  - She introduced Tom Cullis to review the CBV proposed budget.
- Mr. Cullis reviewed the 2018 budget and described the budget process.
- The EDCC will review the budget and it will be approved by the BOC.
- Greg Dill mentioned that a majority of the members were present, so asked for a vote on the budget.
- The CVB budget was approved by vote

**3. Approval of Minutes**

- The August EDCC minutes were approved by vote.

**4. EDCC Report to the Board of Commissioners**

- Andrea Plevек referred to the EDCC report, providing context related to the history and proposed recommendation. She referred to Teresa Gillotti to present the recommendations from each subcommittee:
  - Equitable Economic Development recommendation – Pilot transportation options for neighborhoods that need more access to opportunity, ideally through public/private partnership

- Education and Training recommendation - Partner with relevant agencies to identify skills gap in the labor market's hiring pipeline and connect residents to training and employment opportunities, particularly in neighborhoods with high unemployment rates.
  - Eastside Business Attraction & Retention Recommendation – Four strategies 1) Small business incentives, (2) Support local units with design of Community Benefits Agreements (3) Branding & Marketing Campaign, and (4) Robust Business Advisory Group
- Sean Duval commented on Uber and Lyft being mentioned in the recommendation on transportation options, noting that AAATA needs to be at the table to make any recommendation.
  - Ms. Gillotti stated Uber and Lyft can be removed.
  - Paul Krutko commented on needing more generic language around mobility systems, needing an overall platform to connect people to transit options.
  - Mr. Duval asked about U of M vehicles, which should be added to the recommendation the EDCC makes.
  - Brenda Stumbo commented on the phrase “Low Opportunity” and perhaps using a different more positive phrase.
  - Mary Kerr commented on the difficulty of transit options for hospitality workers.
  - Ms. Stumbo agreed we use “neighborhoods that need more access to opportunity”
  - Deb Polich commented on the “Education and Training” slide that it should include the education pipeline, not just the job pipeline.
  - Mr. Krutko responded that there are jobs to be filled now, do don't dilute the message by focusing too much on pre-k education.
  - Eastside Business Attraction/Retention:
  - Mike Henry asked about the Loan Loss Reserve recommendation, and commented it appeared staff may not be supportive.
  - Ms. Gillotti stated that the language was intended to acknowledge previous Act 88 programs and the need to first review what worked, and what didn't, before proceeding. That it could be likely one of several incentives offered, but didn't want to omit previous and current county programs.
  - Sean Duval suggested that wider partnerships are needed to create a more cohesive, collaborative plan. And funding SPARK should be mentioned as a priority.
- Greg Dill discussed the long-term strategy for economic development. The County can no longer fund activities as it had in the past. The Board of Commissioners has difficult choices to make, especially if the millage doesn't pass.
  - If the BOC supports economic development activities, they have to know they can afford them, and it must be coordinated with other parties.
  - Mike Helber stated that the County's role as “convener” should be looked at.
  - Mr. Dill stated that the County needs to do its part, but others need to do their part, too.
  - Mr. Krutko discussed the County funding of eastside activities at \$200K, but this leverages \$6 million in benefits. The funding is largely restricted by geographic location. SPARK should not be viewed in a box.
  - The County gives \$50,000 for Sparkeast funding, but it costs \$650,000 annually to maintain.

Rose Ballanca moved to support the EDCC report, as amended, (2<sup>nd</sup> by Mike Henry), and the motion passed.

## 5. EDCC Next Steps

Greg Dill discussed the future of economic development further. He suggests suspending the November and December EDCC meetings to allow a reset of our conversations around economic development. We need the full participation of all nine commissioners. We need to re-craft this and ensure we are appropriately funded. He stated this is not an attempt to sunset the committee, but we need to do economic development in a strategic way.

Brenda Stumbo commented that if there's no funds, economic development can go away.

Mr. Dill stated that as part of the 2018 budget, funding will be stepped back to \$550K, including a reduction to SPARK from \$500K to \$250K. He asked where other key partners were in the room.

Ms. Stumbo stated that the County needs experts in the field in order to be effectively engaged in economic development. Mr. Dill responded that an expert would be involved if the County were to make any recommendations moving forward.

The fact that so many members were not involved or present was discussed.

6. **Adjourn**

The meeting was motioned to adjourn at 11:10 am

All attachments and presentations provided to the EDCC can be found on the county website

<http://www.ewashtenaw.org/edcc>

Attachments:

EDCC PPT

**Next Regularly Scheduled Meeting: TBD**

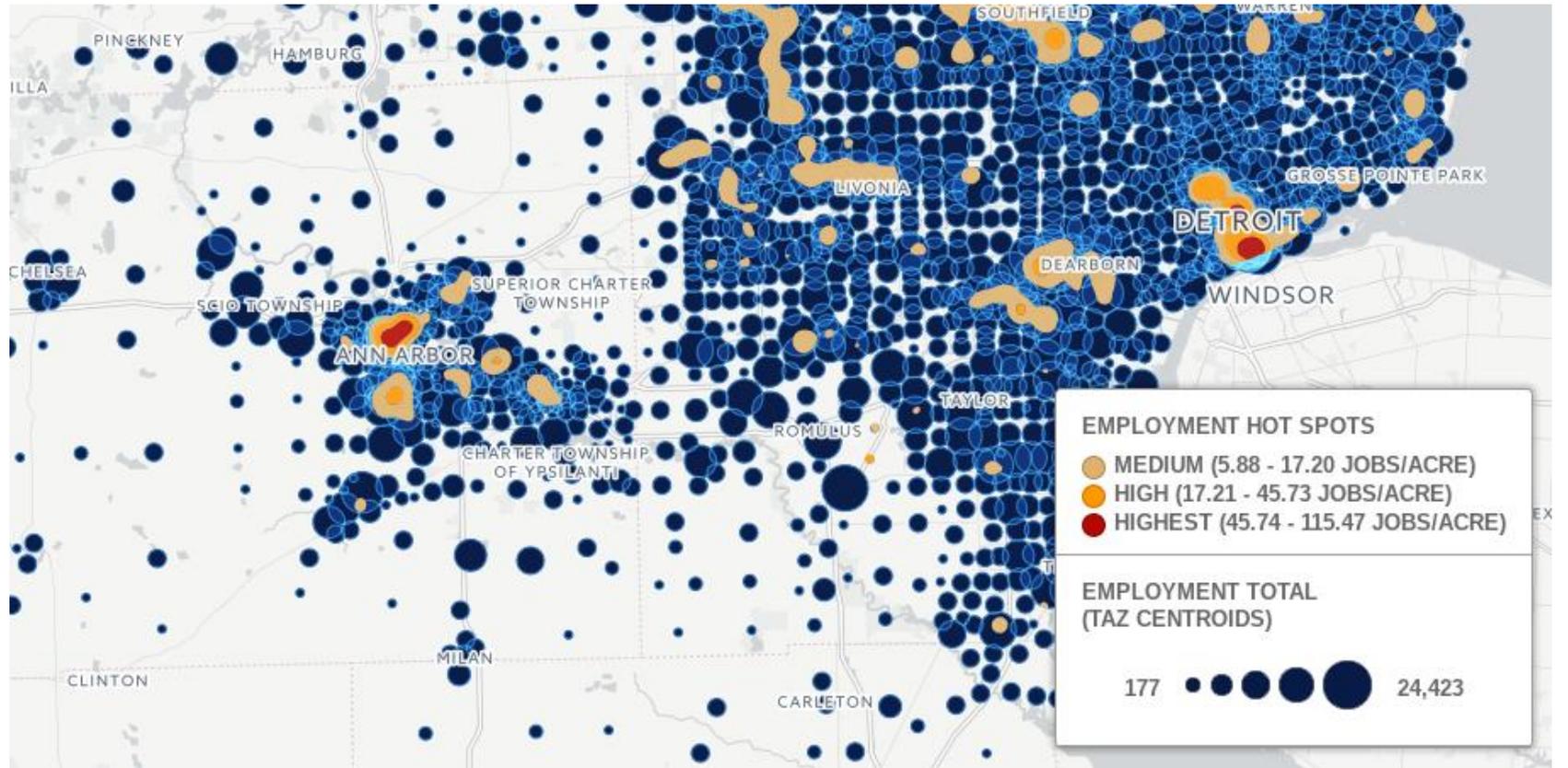
DRAFT

EDCC

# 2017 recommendations

October 6, 2017

# Equitable Economic Development



**Pilot Transportation Options for low opportunity neighborhoods – ideally through public/private partnership**

# Education & Training



**8,105**

BUSINESS ESTABLISHMENTS  
IN 2015



**85,586**

WORKERS THAT LIVED AND  
WORKED IN WASHTENAW



**43,965**

JOBS POSTED ONLINE

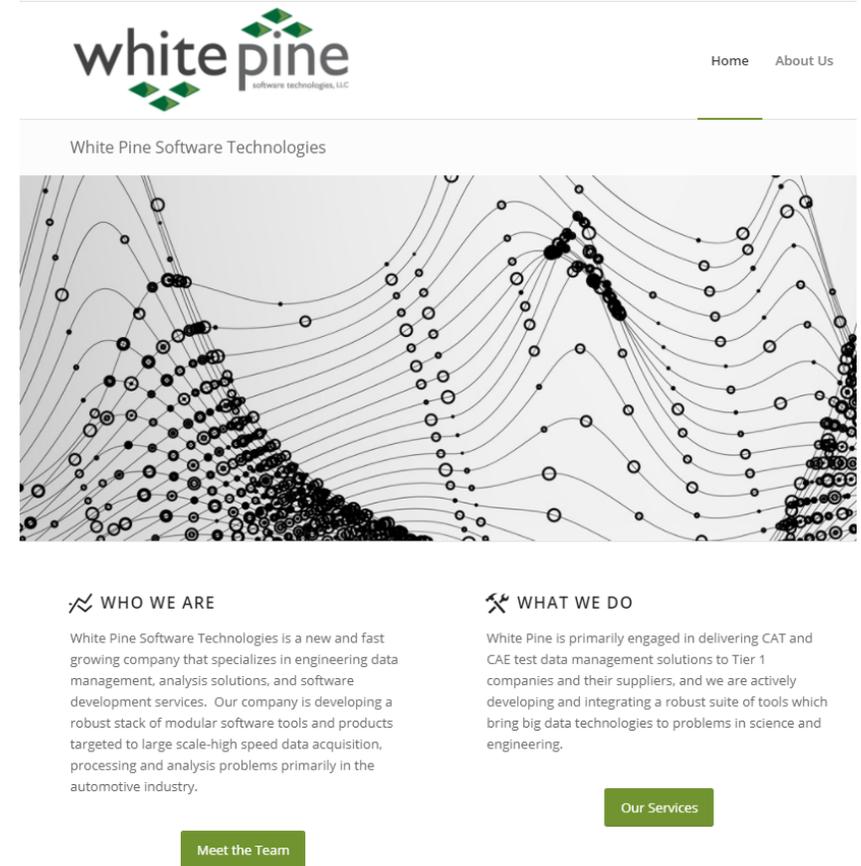


**37,814**

RESIDENTS TRAVELING MORE  
THAN 25 MILES TO WORK

**Identify skills gap in labor market's hiring pipeline and connect residents to training and employment – particularly in neighborhoods with high unemployment rates**

# Eastside Business Attraction & Retention



**Four strategies: 1) Small Business Incentives, 2)Community Benefits Agreements, 3)Branding & Marketing Campaign and 4)Robust Business Advisory Group**