



**GRAND TRAVERSE COUNTY ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE**

Wednesday, March 8, 2023, at 2:00 pm
Governmental Center, Great Lakes Conference Room (**3rd floor**)
400 Boardman Ave. Traverse City MI, 49684

General Meeting Policies:

- ❖ Please turn off all cell phones or switch them to silent mode.
- ❖ Any person may make a video, audio or other record of this meeting. Standing equipment, cords, or portable microphones must be located so as not to block audience's view.

1. CALL TO ORDER:

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENT/INPUT

Any person shall be permitted to address a meeting of the Economic Development Corporation Board of Directors, which is required to be open to the public under the provisions of the Michigan Open Meetings Act, as amended. (MCLA 15.261, et. seq.) Public comment shall be carried out in accordance with the following County Board Rules and Procedures:

- Any person wishing to address the Corporation Board shall state his or her name and address.
- Persons may address the Corporation Board on matters, which are relevant to county government issues.
- No person shall be allowed to speak more than once on the same matter, excluding time *needed* to answer Corporation Board questions. The Chairperson shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes; except as follows:
 - Chairperson may at his or her discretion, extend the amount of time any person is allowed to speak.
 - Whenever a group wishes to address the Authority, the Chairperson may require that the group designates a spokesperson; the Chairperson shall control the amount of time the spokesperson shall be allowed to speak, which shall not exceed fifteen (15) minutes.

4. APPROVAL OF AGENDA

5. ORDER OF BUSINESS:

- a) Meet with Traverse Connect Staff to review the following:

1. Marketing revenue bonds
2. Revenue bond application process
3. Potential revenue bond projects

4. Other upcoming economic development initiatives or events

- b) Review of the 2022 adopted strategic plan (included)

6. OLD BUSINESS:

7. SECOND PUBLIC COMMENT (Refer to Rules under Public Comment/Input above.)

8. NOTICES:

9. CLOSED SESSION: (IF NEEDED)

10. ADJOURNMENT

EDC Strategic Plan

EDC Board of Directors -- adopted
December 8, 2022



Vision: Grand Traverse County Economic Development Corporation -- helping Northern Michigan residents economically thrive.

Mission: The Grand Traverse County Economic Development Corporation, primarily through the issuance of revenue bonds, will support projects and initiatives that positively impact the regional economy.

Strategic Goals and Objectives

INTERNAL AND ORGANIZATIONAL		
Strategies	Tasks	Completion
Reduce the size of the EDC board and the frequency of meetings.	Review and revise EDC bylaws as may be necessary.	First quarter of 2023
Establish an executive committee to review potential revenue bond projects.	Review and revise EDC bylaws as may be necessary.	First quarter of 2023

Use fees generated from the issuance of tax-exempt revenue bonds to support the following strategies and other strategies that may be authorized under Public Act 338 of 1974.

EXTERNAL AND PROGRAMMATIC		
Strategies	Tasks	Completion
Partner with Traverse Connect to market EDC tax-exempt bonds to businesses, financial institutions, nonprofits, and developers.	<ol style="list-style-type: none">1. Market EDC tax-exempt bonds to businesses2. Publish a website or webpage dedicated to tax-exempt revenue bonds3. Assist applicants in applying for EDC bonds	First quarter of 2023

<p>In partnership with Traverse Connect, support initiatives, events, or programs that promote the area to new businesses or will help grow local businesses.</p>	<ol style="list-style-type: none"> 1. Participation in key economic development events. Examples: <ul style="list-style-type: none"> a. CAR conference b. North American Space Summit c. NMC Lakebed 2030 Conference 2. Support or provide funding for specific initiatives and studies. Examples: <ul style="list-style-type: none"> a. Drone Infrastructure b. Marine Electrification c. Mobility and Outdoor Recreation 	<p>On Going</p>
<p>Support efforts to make the zoning and construction permitting and inspection processes “business friendly”, i.e. fast fair and predictive.</p>	<ol style="list-style-type: none"> 1. Re-start Northern Nexus as means to better coordinate planning and zoning 2. Perform a comprehensive evaluation of the area’s development approval and permit processes 3. Seek home builders’ association and NW builders exchange input on improvements to the processes 4. Develop a universal land use permit application to be used by all local units of government 5. Develop a plan to coordinate inspections 6. Promote the expansion of EPIC GT to all local units of government 	<p>Fourth quarter of 2024</p>