

**AGENDA**

**GRAND TRAVERSE ECONOMIC DEVELOPMENT CORPORATION**

**Thursday, April 8, 2021 at 8:00 am**

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 view.

As permitted pursuant to MCL 15.263a and the current public health concerns posed by gatherings of people, the Grand Traverse Economic Development Corporation meetings will be held remotely until further notice. Remote participation is encouraged. The meeting will be made available to the public through the following means:

**Dial: 1-408-418-9388**  
**PIN: 132 902 8579**

**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, 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 designate 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. Approval of minutes from March 11, 2021 (Regular Session)..... (3)

**6. REPORTS/ACTION ITEMS:**

- a. Traverse Connect update provided by Warren Call
  - 1. A summary update of Traverse Connect's work in 2020 ..... (5)
  - 2. The Creative Coast dashboard tracking report ..... (8)

Link to Traverse Connect's full Annual Report: [Full Annual Report](#)
- b. CAR Management Briefing Seminars 2021 update provided by Dennis Arouca

7. **OTHER BUSINESS:**
8. **OLD BUSINESS:**
9. **SECOND PUBLIC COMMENT (Refer to Rules under Public Comment/Input above.)**
10. **NOTICES**
11. **CLOSED SESSION: (IF NEEDED)**
12. **ADJOURNMENT**

**GRAND TRAVERSE COUNTY**  
**ECONOMIC DEVELOPMENT CORPORATION**  
**March 11, 2021 Meeting Minutes**

**CALL TO ORDER:**

Chair Sullivan called the meeting to order at 8:01 AM. Chair Sullivan led the pledge of allegiance.

**MEMBERS PRESENT:**

Kevin Klein, Jessica Sullivan, Christie Minervini, Keef Morgan, Nate Alger, Betsy Coffia, Gary Howe, Tom Kern, Dennis Arouca

**MEMBERS ABSENT:**

Marty Colburn, Kevin Endres

Others present: Lisa Emery, Chris Forsyth, Roger Swets

**PUBLIC COMMENT:**

None.

**APPROVAL OF AGENDA AND MINUTES FOR JANUARY 14, 2021:**

**MOVED** by Klein, seconded by Alger to approve agenda and minutes for February 11, 2021.

**YAYS** Alger, Morgan, Kern, Coffia, Minervini, Arouca, Howe, Sullivan

**AYS**

**ABSENT**

Noted by Dennis Arouca - He will circulate an update on the CAR Conference through email. The Conference is scheduled to take place in Grand Traverse County for 2 days both live and virtual.

**REPORTS/ACTION ITEMS:**

- a. Michigan Economic Development Corporation (MEDC) Presentation, Daniel Leonard, MEDC Community Assistance Specialist – NOT AVAILABLE TO SPEAK
- b. Tax Exempt Revenue Bond Presentation, Roger A. Swets, Municipal Finance Attorney with the law firm of Dickinson Wright  
Roger Swets presented on Private Activity Bond Finance and answered questions.

Dennis Arouca asked if these bonds could be part of a solution to our workforce housing issues. Roger answered that a non-profit developer looking to work on mixed income house would qualify. Dennis inquired about the qualification for industrial small manufacturing projects. Roger stated the focus must be on manufacturing to qualify. Tom Kern suggested to Chris Forsyth and Nate Alger that it would be worth it to reach out to Home Stretch and other nonprofits to let them know these bonds are available. Nate Alger agreed and stated they are currently working on housing projects with Home Stretch. Betsy Coffia recommended that any nonprofits that work on housing should have this bonding information and requested Nate Alger to reach out to them.

**7. OTHER BUSINESS:**

Dennis to give a summary of the CARS Conference and any monetary requirements for the County.

Nate Alger reported the County just signed off on their first PACE Special Assessment Agreement with Commongrounds LLC. They are to receive funds just shy of 2 million for green infrastructure.

Kevin Klein provided a general aviation update. There are 3 projects in the works. Av flight with private investors looking to build large hanger for store larger aircrafts, 3-4 million dollar project. Civil Air Patrol is looking at the construction of a 58x50 hanger on west side. They are a nonprofit group, search and rescue, focus on Aviation education. And a local contractor that has recently built 10 t hangers, is looking at building more.

Christie Minervini announced the City and DDA discussing the development of a city square at Union and State Street.

Jessica Sullivan noted that at next month's EDC meeting, Warren Call would be providing their first quarter update.

**8. OLD BUSINESS:**

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

**10. NOTICES**

**11. CLOSED SESSION: (IF NEEDED)**

**12. ADJOURNMENT at 8:52 am**

DRAFT



## 2020 PERFORMANCE SUMMARY - STRATEGIC PRIORITIES

### **LEAD UNIFIED REGIONAL STRATEGY**

- New organizational structure complete: legal merger, new board of directors
- New legal structure for Venture North and Great Start Collaborative
- New organizational structure and expansion of [Northern Michigan Chamber Alliance](#)
- New staff hired: business support, talent attraction, advocacy, and communications
- New [Traverse Connect](#) website providing comprehensive regional resources
- Hosted three Economic Strategy Sessions;
  - *Talent Attraction & Retention; Lessons from Cincinnati*
  - *Attracting a Remote Workforce for the Future Economy*
  - *Enhancing the Creative Economy to Attract Talent*
- 2020 [Voter Information Program](#): over 12,000 page-views of candidate forums, etc.

### **GROW & ATTRACTING SECOND STAGE BUSINESSES**

- New [Scale Up North Awards](#): over 4,000 virtual attendees for contest finals
- Revamped Leadership Grand Traverse program
- New Leadership Roundtable Program established
- Comprehensive Economic Development survey program: over 700 total businesses
- New Professional Services Referral Program: over 100 referrals generated since June
- Traverse City DDA professional services agreement to support local businesses

### **DEVELOP & ATTRACT A TALENTED WORKFORCE**

- New [Creative Coast](#) website and initiative with recruiting resources
  - 65,000 Individual website users since November 2020
  - New Creative Coast [Job Board](#), with 50+ jobs posted and over 1,000 job views
  - New [Northern Navigators](#) recruiting program
  - Over 30,000 views of new Creative Coast [Podcasts](#)
- New Diversity, Equity, and Inclusion initiative:
  - New DEI committee overseeing [Webinar series](#) and community engagement
  - DEI Summit held March 11, 2021
- [IFF Childcare Study](#) completed, in partnership with Rotary Charities
- Advocated for housing administrator position and childcare pilot project with state legislature
- Mental Health & Wellness Webinar Series debuted November 2020



## 2020 PERFORMANCE SUMMARY - COVID RESPONSE

- Helped to establish and participated in community-wide Joint Operations Center
- Organized and led joint communications team and messaging for Joint Operations Center
- Represented business and nonprofit community in Emergency Response Center
- Developed and implemented “Stay Safe to Stay Open” messaging campaign for N. Michigan
- Administered [MEDC Small Business Restart Program](#): distributed nearly \$4M in grants
- Helped to establish [Regional Resiliency Fund](#) for small businesses; distributed over \$500K in grants
- Coordinated PPE procurement discussion and logistics for Munson Healthcare and manufacturers
- Conducted ‘Safe Behavior for Safe Workplaces’ business survey across N. Michigan
- NM Chamber Alliance successfully advocated for phased reopening of regions 6 & 8
- Instituted weekly meeting with the Governor’s office and community partners
- Provided analysis and recommendations to businesses on over 100 Executive Orders
- Produced COVID response webinar series: PPP program, CARES Act, EO Compliance
- Broadcast industry-specific COVID forums: Manufacturing, Construction, Retail, etc.
- Over 17,000 visitors to Traverse Connect [COVID resources webpage](#)
- COVID resources provided free to all N. Michigan firms/orgs. (member & non-member)
- Hosted summit meeting with chambers and economic development organizations:
  - U.S. Chamber of Commerce providing a CARES Act presentation
  - Director Donofrio, Michigan Department of Labor and Economic Opportunity
  - Attended by over a dozen federal and state legislators and Governor’s staff
- Hosted webinar with Chief Justice Bridget Mary McCormack: Judiciary & COVID-19
- Hosted in-person roundtable discussions with Governor Whitmer
- Coordinated in-person Tent Craft factory tour with Senator Peters
- Hosted in-person roundtable discussion with SBA Administrator Carranza on PPP program
- Successfully pivoted to virtual event schedule: nearly 8,000 total attendees/views



## 2021 STRATEGIC PRIORITIES

### **LEADING REGIONAL STRATEGY**

- New Advocacy Agenda for Traverse Connect and the Northern Michigan Chamber Alliance
- Wage Benchmarking Study
- Wage Study Forum
- Implement findings from Wage Study & Forum
- Implement tracking metrics;
  - State legislative/budget items
  - Regional average wage data
  - Diversity metric (TBD)
  - Public sector investment

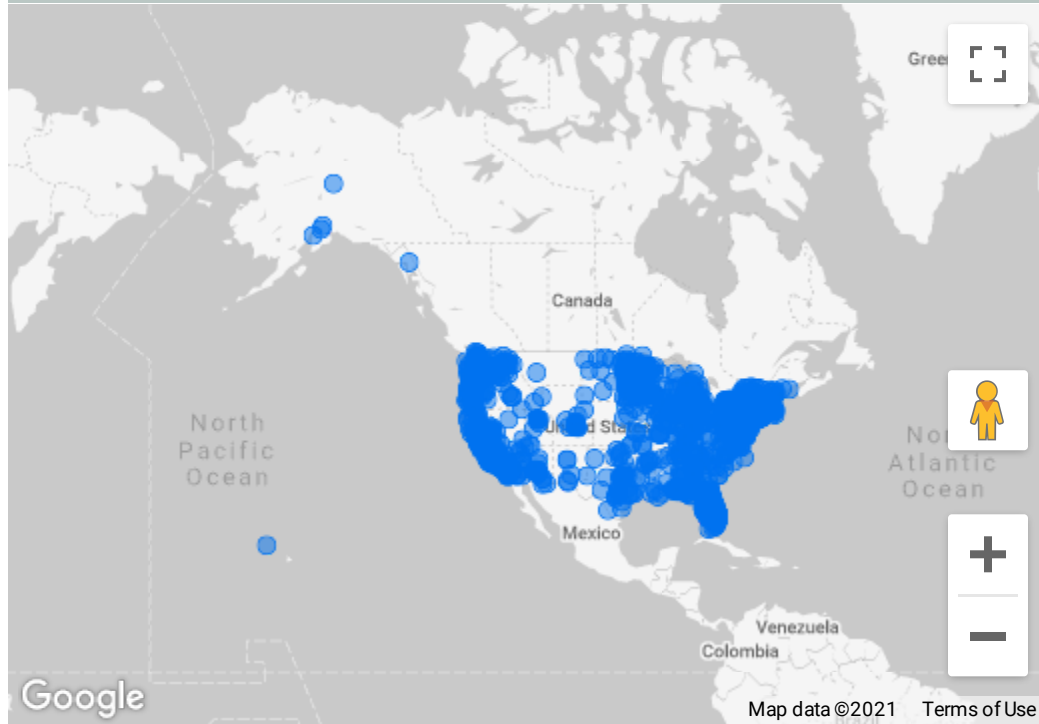
### **GROW & ATTRACT SECOND STAGE BUSINESSES**

- 'Move Your Company' Web Resources
- Industry 4.0 Consortium
- Site Selector Marketing Plan
- Develop "Deal" team
- Business retention visits; 100 in calendar year
- Business referrals; 300 in calendar year
- Public sector MOUs for business attraction marketing
- Implement tracking metrics;
  - Business attraction website visits
  - Site selector visits
  - Business relocations initiated
  - New capital investment

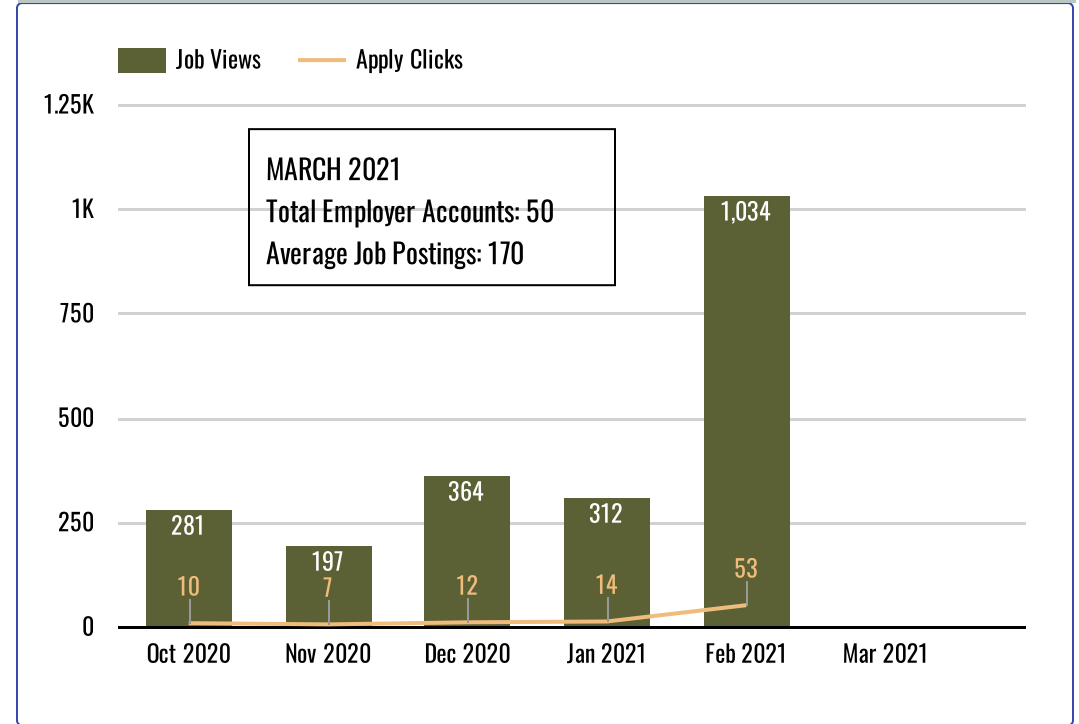
### **DEVELOP & ATTRACT A TALENTED WORKFORCE**

- Skill Gap Survey
- Skill Gap Forum
- Development of new education and training programs based on skill gap survey and forum
- Infrastructure investment promotion & tracking
- Survey/tracking of Creative Coast impact
- Implement tracking metrics;
  - Out of state Creative Coast visits
  - Creative Coast job applicants
  - Northern Navigator sessions
  - New jobs created

### Creative Coast User Map



### Creative Coast Job Board Metrics



### Creative Coast Top 10 Metro Region Visits

Metro	Users
1. New York, NY	6,677
2. Washington DC (Hagerstown MD)	6,196
3. Las Vegas NV	5,533
4. Seattle-Tacoma WA	5,386
5. Philadelphia PA	4,742
6. Minneapolis-St. Paul MN	4,375
7. Boston MA-Manchester NH	4,268
8. Portland OR	4,004
9. Los Angeles CA	3,621
10. Miami-Ft. Lauderdale FL	2,583

### Creative Coast Digital Marketing Campaign Target Demographic Data: November 2020 - February 2021

State	Total Clicks	Total Impressions	February Click Through Rate
1. California	11,613	1,555,536	2.67%
2. New York	11,447	1,609,934	2.38%
3. Washington	10,818	1,577,255	2.37%
4. Florida	10,692	1,652,138	1.57%
5. Nevada	9,393	1,531,335	1.35%
6. Delaware	8,793	1,544,999	1.45%
7. District of Columbia	8,460	1,462,758	1.9%
8. Minnesota	7,363	1,519,100	N/A
9. Oregon	7,202	1,483,942	N/A
10. Massachusetts	6,873	1,488,892	N/A