

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

Monday, July 24, 2023, Meeting Minutes

**CALL TO ORDER:**

Chair Kevin Endres called the meeting to order at 1:28 PM

**MEMBERS PRESENT:** Kevin Endres, Keef Morgan, Nate Alger

**MEMBERS ABSENT:** Mi Stanley

**OTHERS PRESENT:** Chris Forsyth, Mandy Sentieri, Camille Hoisington

**PUBLIC COMMENT:**

None

**DISCUSSION:**

1. Traverse Connect Update and Proposal Request:

Mandy Sentieri, of Traverse Connect, provided an update on the progress and promotion of tax exempt revenue bonds.

Camille Hoisington, of Traverse Connect, presented the Traverse Connect proposal regarding Industry Cluster Business Attraction & Marketing Campaign.

While the Executive Members agreed that all the proposed marketing looked great, they questioned the need for another contract when there is already a contract in place between Traverse Connect and the EDC.

There was discussion about bringing in the City of Traverse City and Townships to help pay for these additional costs that are being proposed.

The Committee requested that the requests for additional funds be more intentional and specific.

2. EDC Strategic Plan:

Chris Forsyth updated the Committee on the Strategic goals and objectives that have been completed and that are still ongoing, Northern Nexus and the use of Epic GT as a platform. The Committee discussed whether the Cherry Capital Airport should be asked to participate in Northern Nexus.

Due to timing the discussion was tabled for further discussion at another meeting.

**ADJOURNMENT:**

Meeting adjourned at 2:30 PM