



Northeast Michigan

Regional Prosperity Initiative

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**Minutes
of the
Region 3: RPI Collaborative
May 24, 2017
University Center
Gaylord, MI**

Call to Order: Chair, Doug Baum called the meeting to order at 1:00 p.m.

Members Present: Marisue Moreau, Doug Baum, Daniel Beltz, Molly Stepanski, Rina Allen, Lisa McComb, Niki Chamberlain, Audra Leininger, Donna LaCourt, Lydia Murray, Cameron Brunet-Koch, Tim Jenks, LuAnn Mabarak.

Staff: Diane Rekowski Others: Scott Corrin, Consumers Energy, Lindsay Atkins.

Approval of Previous Minutes: M. Moreau moved, seconded by L Mabarak to receive and file the minutes of the March 2017 meeting. Ayes all, motion carried.

Financial Report: Report will be provided at the June meeting.

Presentations: Scott Corrin, Consumers Energy provided an informative presentation on Consumer's Energy Economic Development Program and how they work with companies to locate in MI..

Talent Committee Update: N. Chamberlain provided an overview on Talent programs and services that that MI Works! provides. Many programs are sector-based (wood, healthcare, etc.) and provide recruitment services and training programs for companies in region. Staff participate on many advisory groups and associations: Lean learning, Manufacturing Advisory, Business Advisory through Alpena Community College (ACC), NE Industrial Association.

N. Chamberlain explained the apprenticeship program funded by the Department of Labor. A staff was recently hired to implement the program. Discussed Career Pathways, Pathfinder and workshops; Career Fairs are held as well as workshops for employers.

A. Leininger updated the group on the Millennial Focus Groups sessions she is organizing throughout the region. On June 8, 2017 the first focus group will be held at the Paddle Brewery in Grayling from 5:00 – 7:00pm. Alpena's session is being organized to take place in July and Cheboygan's will be in August. Discussed how to promote events and establishing a Facebook page.

D. Rekowski discussed need to develop a process for the funds in the Talent Tours, Quality of Life College Promotion and the In-school Talent materials development and dissemination. Lisa McComb, Nikki Chamberlain and LuAnn Mabarak will meet to develop criteria/process.

Community/Economic Development Committee Update:

Minigrants: D. Rekowski updated the Collaborative on the Committee's selection of the Marketing and Community/Economic Development Mini-grant Proposals that were selected by the committee. The Review and Selection Committee (Denise Cline, LuAnn Mabarak, Eric Podjaske, Lisa McComb, Andy Hayes, Dan Scow) met on May 17th. The Committee selected the following: Economic and Community Development Proposals for \$5,000 each: Northern Lakes Economic Alliance: Business Model Competition; Otsego County Economic Alliance: SCORE computer and marketing materials; Sawmill/Roscommon EDC Joint Application: 8-week Entrepreneurial Program; Briley Township: Operations for arts and Cultural Events Programming; Tuscarora Township: Signage for Commerce Park.

Regional Marketing Proposals: D. Rekowski informed the Collaborative that the Review and Selection Committee would like to award 6 of the proposals at \$4,000 each but would need additional funds. D. Rekowski suggested a subline-item change in the budget from the Tourism Category. Due to Trade Shows held primarily in the winter months and not receiving the RPI funds until March, attending a Trade Show by December 2017 was unlikely. M. Moreau moved, seconded by A. Leininger to move \$5,000 from the Trade Show line to the Regional Marketing Mini-grants line. Ayes all, motion carried. L. McComb then moved, seconded by L Mabarak to fund 6 of the selected Regional Marketing Mini-grants at \$4,000 each. Ayes all, motion carried.

Regional Marketing Proposals awarded: Alpena CVB: Five Promotional Marketing Micro-Adventure Videos; AuSable Muskegon Birding Trail Committee: Brochures/maps, trail signage, advertising; Hillman Community Radio/Dark Skies Regional: Dark Skies Corridor promotion; Mitten Women Productions, Inc. Native American Video; EDAOC/Timberland Quilt Trail: Video presentations to promote Timberland Trail; Gaylord Area Council for the Arts Music Festival: Music Festival.

Regional Local Food Program: M. Stepanski updated the Collaborative on the regional food program progress. Holding a Food Magazine party on June 10th, 6:00 – 9:00 pm at the Art in the Loft in Alpena. Discussed Building Healthy Communities funding, connecting with growers by attending farmers markets, building networks for production.

Updates

D Baum: Discussed expansion of 4 Mile Rd. there will be 600-700 workers between the road expansion, Auraco construction and company workers.

D. LaCourt: Updated on the following: Rural Development grant awards were announced.

L. Murray: Steve Arwood, CEO of MEDC is retiring.

L. Mabarak: Kirtland Community College's Health Services have outgrown building. Will be building a an Industrial Wood Products Center on site. Will have some form of student housing next year.

Public Comment

No public comment.

Adjournment

Meeting was adjourned. Next meeting, June 28th, 1:00pm at the Skyline Event Center in Comins. A BBQ will be provided at noon. Meeting will begin at 1:00pm.