

Antrim County

Economic Development Corporation

Mission Statement: Retain, expand, and promote County-wide economic growth and stability.

January 21, 2020 Minutes

Members present: Sherry Comben, Dave Heeres, Mike Allison, Rachel Krino, John Meeske, Kathleen Peterson, Bonnie Robbins, Veronica Welter
Members Absent: Pete Garwood
Others Present: Margie Boyd, Jeremy Scott

1. Call to Order

The meeting was called to order at 9:00 a.m. by Jeremy Scott, Deputy Administrator.

2. Public Comment

None.

3. Organizational Meeting

Mr. Scott chaired the organizational portion of the meeting.

Election of Officers

Nominations for President:

Dave Heeres nominated Mike Allison for President of the Economic Development Commission (EDC).

Motion by Sherry Comben, seconded by Veronica Welter, to close the nominations and to cast a unanimous ballot for Mike Allison for President of the Antrim County Economic Development Corporation. Motion carried – unanimous.

Nominations for Vice-President:

Sherry Comben nominated Rachel Krino for Vice-President.

Motion by Sherry Comben, seconded by Veronica Welter to close the nominations and to cast a unanimous ballot for Rachel Krino for Vice-President of the Antrim County Economic Development Corporation. Motion carried – unanimous.

Nominations for Secretary:

Veronica Welter nominated Kathleen Peterson for Secretary.

Motion by Rachel Krino seconded by Bonnie Robbins, to close the nominations and to cast a unanimous ballot for Kathleen Peterson for Secretary of the Antrim County Economic Development Corporation. Motion carried – unanimous.

Meeting Dates and Time:

Motion by Sherry Comben, seconded by Bonnie Robbins to hold monthly meetings on the 3rd Tuesday of every month at 9:00 a.m.

Motion carried – unanimous.

Rachel Krino chaired the remainder of the meeting.

4. Approval of Minutes

Motion by Kathy Peterson, seconded by Sherry Comben, to approve the minutes of December 17, 2020 as corrected. Motion carried – unanimous.

6. Northern Lakes Economic Alliance (NLEA) Update

Jessica Lovay, with Northern Lakes Economic Alliance spoke to members about a number of items the NLEA has been working on (see attached pgs. 4-7). Ms. Lovay indicated the NLEA assisted the Michigan Economic Development Corporation (MEDC) with sites that were selected to participate in a marketing project with the Olsson Group. The Mancelona Scholl Road Project was selected as a property that offered a number of reasons potential developers might be interested in moving to Mancelona, including rail access, trunk line access, and economic development for the surrounding community. Ms. Krino asked about the difficulty of the process if other communities wanted to work with NLEA on similar projects. Ms. Lovay said the NLEA often works on projects like this, often working with local units.

Dave Heeres said he would like to see more done in member counties for the promotion of the Great Lakes Energy TruStream program. Ms. Lovay noted the NLEA has been working with Charlevoix County.

Mike Allison joined the meeting at 9:25.

7. Annual Review of Strategic Plan

The Corporation reviewed the Strategic Plan.

- Dave Heeres suggested Chamber memberships be considered as ongoing;
- Mike Allison asked that the topic of affordable housing include collaboration with governmental organizations;
- Kathy Peterson suggested the addition of the promotion of responsible stewardship of the environmental resources in Antrim County as a high priority.

Motion by Veronica Welter, seconded by Rachel Krino, to approve the EDC's 2020 Strategic Plan as amended.

Motion carried – unanimous

8. 2020 Annual Report

Motion by Kathleen Peterson, seconded by Bonnie Robbins, to approve the EDC's 2019 Annual Report and present it to the Board of Commissioners.

Motion carried – unanimous.

9. Review of Corporation By-laws

Motion by Kathleen Peterson, seconded by Mike Allison to approve the Economic Development Corporation bylaws as written.

10. Road Map Update

Ms. Krino referred the members to a communication between Administration Office staff and Burt Thompson with the Antrim County Road Commission (ACRC) (see attached pgs. 8-9). Members reviewed the contract signed by ACRC. Mr. Scott reminded members the contract was negotiated and signed by the ACRC and the costs incurred above the \$2,500 and will require a budget amendment. Ms. Krino indicated there will likely be an additional cost from Bailey Designs if the portion provided for the map by the County had to be redesigned to fit the dimensions of the maps the ACRC commissioned. Members asked Mr. Scott to meet with Mr. Thompson and Ms. Krino to finalize any redesign of the maps before going to the printer.

Ms. Comben asked about the status of the rack cards that have been distributed to Michigan Welcome Centers and local area chambers of commerce. Administration Office staff indicated the inventory of cards was nearly depleted and a reorder would soon be necessary. Ms. Krino said the cost for an additional 5,000 units would be approximately \$371.00. Ms. Comben suggested it may be more efficient to send an all-encompassing request for a budget amendment to the Board of Commissioners.

11. Various Matters

Ms. Krino shared with members that she will be stepping away from her role with the Bellaire Chamber. She has taken a marketing position with a local company.

Ms. Welter indicated she would not be at the February and March meetings.

Bonnie Robbins told members that Otsego County is considering reopening the Antrim County Habitat for Humanity.

Mr. Heeres informed members of Dollar General's interest in purchasing property owned by the Antrim County Road Commission in Ellsworth.

Mr. Allison informed members of a number of grants received by Mancelona from Rotary Charities and MISHDA.

12. Member/Public Comment

**Motion by Mike Allison, seconded by Veronica Welter to adjourn.
Motion Carries – unanimous**

Meeting was adjourned at 10:41 a.m.



Site Selection



2019 Summer Interns Project

- 22 marketing packages featuring 30 priority sites in the NLEA service region
- Antrim County
 - Antrim County Industrial Park
 - Mancelona

- Mancelona-One Scholl Road



- NLEA assisted MEDC with sites selected to participate in a marketing project with the Olsson Group-Mancelona Scholl Rd was selected.



From: Boyd, Margie <boydm@antrimcounty.org>
Sent: Monday, January 13, 2020 2:47 PM
To: Burt Thompson <bthompson@antrimcrc.org>
Cc: Scott, Jeremy <scottj@antrimcounty.org>; 'Rachel Krino' <rachel@bellairechamber.org>
Subject: Antrim County Road Map

Hi Burt,

At the December 17, 2019 EDC meeting, there were some technical questions regarding the layout of the road map. Rachel Krino from Bailey Designs, the company that was contracted to put together the photos and verbiage, had some concerns about the contracted size of the map versus the spec'd size of the map. There was some concerns as to whether the change in the map size would alter the look of the photos as they were provided. There was also a question as to whether the new map, when folded, would still allow for the map to be sent out as mailers or fit in general rack-card holders.

Please advise.

Thanks!

Margie Boyd, Secretary
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From: Burt Thompson <bthompson@antrimcrc.org>
Sent: Tuesday, January 14, 2020 2:13 PM
To: Boyd, Margie <boydm@antrimcounty.org>
Cc: Scott, Jeremy <scottj@antrimcounty.org>; 'Rachel Krino' <rachel@bellairechamber.org>
Subject: RE: Antrim County Road Map

Thanks Margie.

Yes, there are changes in the map size to make a better quality map. There will be the same amount of space reserved for the original back of map layout, but it will most likely have to change in format. The new map will include all five village inset maps and possibly other areas like Lakes of the North depending on the density in the main map. So there may be some new options for layout of the verbiage and pictures. New map folded size is currently 4.5" X 9.75", only ½" wider than the current map. The unfolded size is considerably larger than the old, but will allow for much better resolution. I certainly like the compact size of our old maps but I think the higher quality cartography will be more beneficial.

I should have a proof within a few weeks that we can all begin to look at then start making final tweaks.

I do have a couple of sample maps that would be very similar to our new one, both size and cartography, if any one would like to see them.

Let me know if I can provide anything else.

Burt

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