

# Antrim County Economic Development Corporation

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

**January 17, 2017  
Minutes**

Members present: Mike Allison, Sherry Comben, Pete Garwood, Dave Heeres, Bonnie Robbins  
Members Absent: Kathy Peterson, Andy LaPointe, Veronica Welter  
Others Present: Janet Koch, Rachel Krino

**1. Call to Order**

The meeting was called to order at 9:04 a.m. by Peter Garwood, County Administrator.

**2. Public Comment**

None.

**3. Organizational Meeting**

Mr. Garwood chaired the organizational meeting.

Election of Officers

**Nominations for President:**

Sherry Comben nominated Mike Allison for President of the Economic Development Commission (EDC).

Mike Allison nominated Andy LaPointe for President of the EDC.

Ms. Comben withdrew her nomination.

**Motion by Dave Heeres, seconded by Mike Allison, to close the nominations and to cast a unanimous ballot for Andy LaPointe for President of the Antrim County Economic Development Corporation. Motion carried – unanimous.**

**Nominations for Vice-President:**

Mike Allison nominated Bonnie Robbins for Vice-President.

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

**Nominations for Secretary:**

Mike Allison nominated Kathy Peterson for Secretary.

**Motion by Sherry Comben, seconded by Mike Allison, to close the nominations and to cast a unanimous ballot for Kathy Peterson for Secretary of the Antrim County Economic Development Corporation. Motion carried – unanimous.**

The remainder of the meeting was chaired by Vice President Bonnie Robbins.

**Meeting Dates and Time:**

**Motion by Mike Allison, seconded by Dave Heeres, to hold monthly meetings on the third Tuesday of every month at 9:00 a.m. Motion carried – unanimous.**

**4. Approval of Minutes**

**Motion Dave Heeres, seconded by Mike Allison, to approve the minutes of December 13, 2016 as presented. Motion carried – unanimous.**

**5. NLEA Update**

Sara Christen was absent; Janet Koch, Associate Planner, distributed copies of the talking points Ms. Christiansen had provided to her office (see attached pg. 4).

The EDC discussed the possible move of East Jordan Iron Works to Warner Township from Charlevoix County. The EDC discussed that becoming a Redevelopment Ready Community (RRC) could benefit a municipality even if no funding from the State of Michigan was available for RRCs.

**6. County-wide Marketing Efforts**

Rachel Krino, Assistant Director for the Bellaire Chamber of Commerce talked to the EDC about county-wide marketing efforts. Ms. Krino described the chamber's publication; "The ABC's of Antrim County; Alden, Bellaire, Central Lake" and noted that recent issues of Michigan Blue magazine had articles describing the Petoskey Stone Festival and Destination Bellaire. She added that the marketing budget for both the Chamber and Destination Bellaire was approximately \$10,000.

Destination Bellaire has own funding, but was overseen by Bellaire Chamber and has been using a tagline of "Antrim Fresh," to market Antrim County as a destination. Ms. Krino said there are members of Destination Bellaire throughout Antrim County. Ms. Krino said the Chamber's monthly e-newsletter is sent to approximately 5,000 people, adding that the Bellaire Chamber website had 53,000 unique visitors in 2016 and that the Bellaire Facebook page reaches 7,000 visitors per week.

Mr. Garwood asked Ms. Krino about the possibility of an Antrim County-based Convention and Visitors Bureau (CVB). Ms. Krino said the Traverse City CVB is well-funded and has national reach; she wasn't certain how an Antrim County organization would function next to that. Ms. Krino said she would like to see a specific local campaign, adding that Shanty Creek's "Traditions" magazine now features all of Antrim County.

Ms. Krino said the chambers of commerce in the county are very active, and that additional revenue would be beneficial. She added that she would like to see the County encourage communication throughout the County. Janet Koch, Associate Planner, said the Administration Department could send EDC agendas and minutes to the chambers and DDAs. The EDC discussed the possibility of supporting the chambers by becoming a member of each of the chambers.

## **DRAFT**

Ms. Krino commended Antrim County for their website. She suggested that the County could add value by creating lists of things to do in the County which would include links to the area chambers.

### **7. 2016 EDC Annual Report**

Ms. Koch had included a draft copy of the annual report in the agenda packets (see attached pg. 5). The EDC reviewed the report.

**Motion by Mike Allison, seconded by Dave Heeres, to approve the EDC's 2016 Annual Report and present it to the Board of Commissioners. Motion carried – unanimous.**

### **8. EDC Vacancy**

Mr. Garwood said there was a vacancy on the EDC due to the fact that Dawn LaVanway was now a commissioner. Sherry Comben, County Treasurer, recommended sending vacancy notices to the chambers in addition to the villages and townships. It was noted that the EDC could use industry representation.

### **9. Update: Bellaire Commercial Rehabilitation District**

Mr. Garwood said the Board of Commissioners had taken up the recommendation of the EDC and approved creation of the district. The application was now in the hands of the Village.

### **10. Update: County-wide Promotional Brochure**

The EDC reviewed a draft of the brochure. Ms. Krino recommended the addition of a lake-based photo. Ms. Robbins said she would pass on a photo of Torch Lake. Ms. Koch said she will send a draft copy to the chambers for comments. The brochure will be sent to the Michigan Department of Transportation for distribution at the Welcome Centers. It is the intention of the EDC to have the brochure distributed before Memorial Day.

### **11. Annual Review of Strategic Plan**

Due to the absence of three EDC members, it was decided to update the strategic plan at the next meeting. It was noted that joining area chambers could be added to the plan. Ms. Koch said she will look into EDC memberships at other chambers in the state.

### **12. Various Matters / Public Comment**

Mr. Allison said Mancelona Village and Mancelona Township are moving toward the creation of a joint master plan and will be revising their recreation plan. He added that the Wetzel Lake trail plan has been presented to the DNR.

Ms. Koch and Mr. Allison noted that there have been some early discussions regarding a Mancelona to Bellaire trail, motorized and non-motorized. The proposed trail, ideally, would also extend to Central Lake.

**Motion by Mike Allison, seconded by Pete Garwood to adjourn the meeting.**

Meeting was adjourned at 11:05 a.m.

## **Northern Lakes Economic Alliance**

### **Antrim County - EDC Talking Points: Tuesday, January 17, 2017**

**Company Visits:** 10 in 2016 plus four today.

Friske Orchards  
DTS Enterprises  
Elk Lake Tool Company  
Great Lakes Packing  
Burnette Foods, Elk Rapids  
Shanty Creek Resorts  
Shorts Brewing Company  
Armor Express  
Anchor Lamina  
Up North Center, Elk Rapids

#### **Current Projects:**

- EJ Relocation to Warner Township
- DDA Assistance in Bellaire and Elk Rapids
- Elk Rapids Façade Project
- Broadband
- RRC Participation: Elk Rapids=yes, Mancelona=yes, Bellaire-?, Central Lake-Rising Tide
- CruseCom Tax Abatements moving forward

#### **US 131 Economic Strategy**

- EJ Relocation to Warner Township
- Website Project to Market Communities and Assets along US 131
- Otwell Mawby completed study of Mancelona Sites
- Team continues to meet

#### **Upcoming Trainings/Workshops**

- DNR Recreation Grant Workshop – Tuesday, Jan. 24 from 1-3PM in Cadillac
- DDA Forum – Thursday, January 26 10-noon in EJ, Topics: Commercial Tax Abatements and Business Marketing Ideas and tour of Cannonball/Blue Smoke.
- RRC Best Practice Training – May 23, June 27, 8:30-4PM at NLEA
- There is no charge for any of these trainings

# Antrim County

## Economic Development Corporation

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### Annual Report 2016

1. Reviewed the EDC's strategic plan (January).
2. Revised and updated the EDC bylaws (February-May).
3. Created and conducted an online survey of elected and appointed officials in the county's townships and villages; results of the survey are available on the County's website at <http://www.antrimcounty.org/edc.asp> (January-June). It was the consensus of the EDC to send out a similar survey every other year (June).
4. Received presentations from Northern Lakes Economic Alliance regarding the NLEA's activities in Antrim County (January, April, June, October).
5. Discussed the possibility of creating a Convention and Visitors Bureau (CVB) in Antrim County (May, July, September, December). Options were listed in the minutes of the September EDC meeting.
6. The EDC's consensus was to create an annual report of the EDC for presentation to the Board of Commissioners.
7. Many members of the EDC attended a tourism presentation by Dr. Sarah Nicholls of Michigan State University (June).
8. Supported the US-131 Mancelona Development Strategy and recommended that the BOC also support the Strategy (June).
9. Successfully requested \$1,500 of funding from the BOC to create and distribute printed brochures in 2017 – created a draft version of the brochure (July, September, October, December).
10. Requested and received a presentation from Frontier Communications regarding the expansion of broadband in the region, described in detail in the minutes of the October meeting.
11. The Paddle Antrim Executive Director provided the EDC with details about the success of the organization and its economic impact to the area (see December minutes).
12. Executive Director of the Charlevoix CVB attended a meeting to provide some background information on their CVB (see December minutes).
13. After review of the Commercial Rehabilitation District proposed in the Village of Bellaire, the EDC recommended that the Board of Commissioners approve the establishment of the district (December).