

Antrim County

Economic Development Corporation

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

January 16, 2018 Minutes

Members present: Pete Garwood, Sherry Comben, Dave Heeres, Mike Allison, Rachel Krino, Andy LaPointe, Veronica Welter
Members Absent: Kathleen Peterson, Bonnie Robbins
Others Present: Mathew Cooke, Tim Reicha, Bob Holtzman, Janet Koch

1. Call to Order

The meeting was called to order at 9:00 a.m. by Peter Garwood, County Administrator.

2. Public Comment

None.

3. Organizational Meeting

Mr. Garwood chaired the organizational portion of the meeting.

Election of Officers

Nominations for President:

Mike Allison nominated Andy LaPointe 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 Andy LaPointe for President of the Antrim County Economic Development Corporation.

Motion carried – unanimous.

Nominations for Vice-President:

Sherry Comben nominated Mike Allison for Vice-President.

Motion by Rachel Krino, seconded by Dave Heeres to close the nominations and to cast a unanimous ballot for Mike Allison 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 Mike Allison, seconded by Rachel Krino, 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 Veronica Welter, seconded by Mike Allison, to hold monthly meetings on the 3rd Tuesday of every month at 9:00 a.m.

Motion carried – unanimous.

The structure was clarified as follows: if the President is not present, the Vice President will run meetings. If the Vice President is not present, the Secretary will run meetings. If the Secretary is not present, the Treasurer will run meetings.

Andy LaPointe, the newly re-elected president, chaired the remainder of the meeting.

4. Approval of Minutes

Motion Mike Allison, seconded by Veronica Welter, to approve the minutes of November 7, 2017 as presented.

Motion carried – unanimous.

5. Glacial Hills Natural Area and Pathway (GHNAP)

Tim Reicha and Bob Holtzman from GHNAP were present. They delivered a presentation on the economic development study performed at Glacial Hills in 2017. Mr. Holtzman indicated that GHNAP's yearly impact to the area is \$1.45 million and is expected to rise with increased trail usage.

6. Northern Lakes Economic Alliance (NLEA) Update

Janet Koch from the NLEA gave an update that included information on state legislature activities regarding economic development; upcoming Greenlight Michigan pitch nights; the Northern Michigan Regional Hiring event on March 10, 2018; and Central Lake Rising Tide. NLEA is looking at forming a Business Retention Network, which would aim to improve job retention through training and the provision of other employee assistance.

7. 2017 EDC Annual Report

Mr. Cooke had included a draft copy of the annual report in the agenda packets (see attached pg. 4). The EDC reviewed the report.

Motion by Mike Allison, seconded by Veronica Welter, to approve the EDC's 2017 Annual Report and present it to the Board of Commissioners.

Motion carried – unanimous.

8. Annual Review of Strategic Plan

A copy of the 2017 Strategic Plan was included in the agenda packet. Ms. Krino indicated that a private company was researching the possibility of providing wine tours in Antrim County; she expressed concern with the duplication of promotional material. Mr. Garwood said he would need to check about the appropriateness of promoting one sector of the economy to the exclusion of other sectors.

Ms. Comben suggested updating the rack cards for 2018.

The Committee asked that staff reach out to EDCs in NLEA counties as well as Grand Traverse and Kalkaska Counties for committee minutes, annual reports, and action plans/strategic plans.

Mr. LaPointe also asked about general business cards for EDC members. Staff was asked to create a general business card for the following meeting.

Mr. Garwood informed the Committee that the Antrim County Road Commission had approached the Administration Office about updating the road map. EDC members were open to working with the Road Commission. Staff will work with Road Commission on establishing a timeline and possible cost for

publication for the next EDC meeting. Ms. Krino noted that the county map is the most popular handout at the Bellaire Chamber of Commerce Office.

9. Various Matters / Public Comment

Ms. Comben stated she felt Mr. Garwood should be the appointee to Northern Lakes Economic Lakes Alliance Board as he is a spokesperson of the County and a link for the EDC to the NLEA. Ms. Koch indicated that traditionally, all four member counties have appointed administrators to the NLEA Board.

Motion by Sherry Comben, Seconded by Rachel Krino, that the EDC strongly recommend the Administration Committee recommend Pete Garwood for appointment to Northern Lakes Economic Alliance Board.

Motion carries- unanimous

Mr. Allison said the US-131 Economic Development Initiative is working on a website. He also noted that the Safe Routes to School project in downtown Mancelona is also moving along.

Ms. Krino informed the Committee the Bellaire Chamber of Commerce is adding Mancelona to their ABC Guide (Alden, Bellaire and Central Lake). She also said that discussion has started on the possibility of a private organization hosting a county-wide garage sale along M-88 on June 16th. Community Coffee Brainstorming Session will be February 7th at 9:00am at Toonie's Fish and Steakhouse in Bellaire.

Mr. Garwood said the County has begun work on a Facilities Master Plan.

Mr. LaPointe asked about the power produced at the Elk Rapids hydro-dam. Mr. Garwood said it currently produces power and is managed by an independent private company and provides a small revenue stream to the County.

Mr. Allison will not be present at the February meeting. Veronica Welter will not be present at the March meeting.

Motion by Mike Allison seconded by Veronica Welter to adjourn the meeting.

Motion carried – unanimous.

Meeting was adjourned at 11:41 a.m.

Antrim County

Economic Development Corporation

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

Annual Report 2017

1. Supported the concept of the Traverse City to Charlevoix Trail and recommended to the Board of Commissioners (February).
2. Distributed brochure/rack cards to MDOT Visitor Centers around the state (April).
3. Approved a resolution regarding the dangers of Asian Carp in the Great Lakes. This resolution was also recommended to the Board of Commissioners to support. (April).
4. Reviewed the EDC's strategic plan (reviewed in April, accepted in May).
5. Valarie Hand, Community Development Specialist from the USDA gave an overview of programs available through USDA Rural Development (May).
6. Reviewed the Antrim County Master Plan (June).
7. Recommended the 2018 EDC budget, including \$500 for training and \$2500 for printing and publishing a 2018 brochure, and/or a brochure about wine and distilleries (July).
8. Received presentations from Northern Lakes Economic Alliance regarding the NLEA's activities in Antrim County (January, April, July, and November).

Antrim County

Economic Development Corporation

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

February 20, 2018 Minutes

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

1. Call to Order

The meeting was called to order at 9:05 a.m. by Kathy Peterson.

2. Public Comment

Marna Robinson, Meadowbrook Medical Care Facility Director and Mancelona community member, introduced herself and said she hopes to become more active with Antrim County's EDC.

3. Approval of Minutes

Motion by Dave Heeres, seconded by Veronica Welter, to approve the minutes of January 16, 2018 as presented.

Motion Carries-Unanimous.

4. Business Cards

Board members discussed the drafted business cards that were included in the agenda packet. Potential changes were recommended including: lightening the background of the trillium; adding the website address to the card; and 3. if feasible, adding pictures on the bottom of the card.

5. 2018 EDC Survey (see attached pgs. 3-5)

Board members discussed the 2018 EDC survey. It was the consensus of the Board to redistribute the 2016 survey with minor changes, which allows the EDC to gather trend data, establish connections with surrounding entities, and provides direction and focus for Antrim County EDC.

The changes discussed include: clarifying the response instructions to ensure respondents are aware they can submit individually and discretely; making it clear that the survey can be made available to all respondent organization members; changing question 6 by removing "events" and adding newspaper ads and press releases; and adding a question regarding the promotion of economic development.

It was the consensus of the Board that the Administration Office compile and send a communication to recipients, with inclusion of the new survey, the 2018 Strategic Plan, 2017 Annual Report, as well as the list of recipients of the survey.

6. Surrounding County EDCs

Mathew Cooke, Deputy Administrator, indicated that a communication had been sent to the surrounding counties EDC's but had not received any responses. The Board asked that the Administration Office continue trying to contact surrounding EDC's and include the most current draft minutes.

7. 2018 Strategic Plan

The Board went through the current draft of the 2018 Strategic Plan and made various edits. It was asked that if the EDC act as a clearing house for information, the information be sent to the same recipients of the 2018 survey.

Rachel Krino also mentioned that Nick Lefebre from Ethanology Distillation was working with Torch Lake Tours to promote a beer, wine and spirits trail. Ms. Krino said she would contact Mr. Lefebre about coming to the April EDC meeting to provide further information.

Peter Garwood, County Administrator, informed the Board that a Resolution of Support was passed by both the EDC and Board of Commissioner's regarding Mancelona 131 Corridor.

8. Antrim County Road Map

Mr. Garwood indicated that, after talking to Burt Thompson, the new County map will be budgeted for, printed, and distributed in 2019, although work can begin on the map's content prior to 2019. The Board asked for a map timeline, costs, and samples of previous maps for the following meeting.

9. Various Matters / Public Comment

Ms. Krino informed the Board the Community Coffee Brainstorming Event held by the Bellaire Chamber of Commerce was attended by twenty (20) community members. The discussions revolved around housing.

Motion by Veronica Welter, second by Bonnie Robbins, to adjourn the meeting at 10:50 a.m.

Motion carried – unanimous.

Meeting was adjourned at 10:50 a.m.

**Antrim County Economic Development Corporation
Results of County-wide Strategic Planning Survey 2016**

179 emailed - 7 undeliverable; 12 hard copies w/no email
36 online responses, 1 snail mail response

Total of 184 surveys distributed
20.1% response rate

1. What is your community's top priority?

Economic development	10	28.6%
Protecting & preserving natural resources	9	25.7%
Maintaining the rural character of our community	5	14.3%
Providing housing opportunities for all income levels	5	14.3%
Maintaining & improving our recreational facilities	3	8.6%
Supporting agriculture	1	2.9%
Intergovernmental cooperation	1	2.9%
Other	1	2.9%
Improving transportation systems	0	0.0%

2. Does your community have plans to finance that priority?

Don't know	14	40.0%
Yes	12	34.3%
No	9	25.7%

3. If your community plans to finance that priority, what are the funding sources?

Select all that apply.

Grants	11	26.2%
No financing is planned at this time	7	16.7%
Don't know	7	16.7%
My municipality's general fund	6	14.3%
Donations	6	14.3%
An earmarked millage	3	7.1%
Other	2	4.8%

4. What do you think Antrim County's top priorities should be? Select all that apply.

Protecting & preserving natural resources	23	20.4%
Economic development	18	15.9%
Providing housing opportunities for all income levels	15	13.3%
Maintain & improve our recreational facilities	14	12.4%
Maintaining the rural character of our community	12	10.6%
Intergovernmental cooperation	12	10.6%
Supporting agriculture	10	8.8%
Improve transportation systems	7	6.2%
Other	2	1.8%

5. Does your community currently have any promotional efforts?

Yes	20	57.1%
No	9	25.7%
Don't know	6	17.1%

6. If so, what promotional materials & methods are being used? Select all that apply

Events	18	22.2%
Website	17	21.0%
Brochures	16	19.8%
Social Media	14	17.3%
Magazine advertisements	8	9.9%
Radio advertisements	4	4.9%
Other	3	3.7%
Television advertisements	1	1.2%

7. Would you be willing to work with Antrim County to expand those promotional efforts?

Yes	17	48.6%
Don't know	8	22.9%
No	7	20.0%
My community isn't doing any promotion at this time	3	8.6%

8. Do you think your community would be willing to contribute financially to a county-wide promotional effort?

Don't know	23	63.9%
No	7	19.4%
Yes	6	16.7%

9. Please tell us if your community is working with any of the following to fund special projects (select all that apply):

Northern Lakes Economic Alliance	15	24.2%
Michigan Economic Development Corporation	11	17.7%
Private businesses	10	16.1%
Other municipalities	9	14.5%
None of the above	8	12.9%
Don't know	5	8.1%
Other	4	6.5%

10. Would you like more information regarding potential funding sources?

Yes	23	67.6%
No	11	32.4%

11. Does your community see a need for more broadband?

Yes	21	58.3%
Don't know	10	27.8%
No	5	13.9%

12. Please tell us about the community you represent. Select all that apply.

Village government	19	33.9%
Township government	17	30.4%
West side of Antrim County	13	23.2%
Other	4	7.1%
East side of Antrim County	3	5.4%

13. Are you elected, appointed, or a volunteer in your community? Select all that apply.

Elected	16	37.2%
Appointed	16	37.2%
Volunteer	10	23.3%
Other	1	2.3%

14. If you have any comments regarding this survey, please use the box below.

1) i will be curious as to the results of this survey, and the process that the county will use to evaluate the results and set a plan for implementation.

2) Our lakefront property is being developed by individuals with what appears to be cottages of over 3000 sq ft Which will mean they are not affordable by most (99%) of Michigan residents. This usually means that most small business development will be stopped because of a limit in customers. We need to plan the use of our resources so further growth will be across all age and economic lines.

3) question #1 after protecting natural resources the 2nd priority of the community is affordable housing for the area.

4) It is hard to fill this survey out because I am only one person on our Twp Board and I can't speak for everyone.

5) I hope the county can prioritize the capital investments necessary to accomplish the identified priorities. More long-term financial planning should be a priority. A capital expenditure budget should be specific re; the project to be done not a \$ amount which is "uncommitted" to be debated later.

6) I have not attended a Village Council meeting in some time because the members do not always use the mike. It is hard to hear if people are making comments to each other during Council discussions and you are trying very hard to listen. It becomes very frustrating. Thank you

7) Have great broad band and infrastructure need more businesses to use it.

MEMBERS:

Mike Allison
Term expire 12-31-21

Sherry Comben
Term of elected office

Peter Garwood
Term expire 12-31-19

Dave Heeres
Term of elected office

Rachel Krino
Term expire 12-31-21

Andy LaPointe
Term expire 12-31-20

Kathleen Peterson
Term expire 12-31-20

Bonnie Robbins
Term expire 12-31-22

Veronica Welter
Term expire 12-31-22

STAFF

Pete Garwood
Administrator
email: garwoodp@antrimcounty.org

Mathew Cooke
Deputy Administrator
Email: cookem@antrimcounty.org

Tina Schrader
Administrative Assistant
email: schradert@antrimcounty.org

Margie Boyd
Secretary
email: boydm@antrimcounty.org

OFFICE ADDRESS

203 East Cayuga Street
P.O. Box 187
Bellaire, MI 49615

PHONE: 231-533-6265
FAX: 231-533-8111

SPECIAL ASSISTANCE

If you wish to attend this Meeting & require special assistance, please contact the Administration and Planning Office by writing P.O. Box 187, Bellaire, MI 49615; emailing: countyadmin@antrimcounty.org; or calling 231-533-6265.

Antrim County
Economic Development Corporation

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

To: Antrim County Economic Development Corporation
From: Pete Garwood, County Administrator
Date: May 15, 2018
Re: Meeting Notice

The Antrim County Economic Development Corporation meeting is scheduled for:

Tuesday, May 22, 2018 at 9:00 a.m.

Meeting Room 211,
2nd Floor, County Building, Bellaire.

Agenda

- Public Comment
- Approval of Minutes – April 17, 2018 (*attached pgs. 2-4*)
- Torch Lake Tours – Nick Lefebvre
- Antrim County Road Map (*attached pg. 5*)
- Various Matters/Public Comment
- Adjournment

If you have any questions, concerns or are unable to attend this meeting, please contact the Administration and Planning Office at 231-533-6265.

Thank You.

Antrim County

Economic Development Corporation

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

April 17, 2018
Minutes

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

1. Call to Order

The meeting was called to order at 9:06 a.m. by Sherry Comben

2. Public Comment

None.

3. Approval of Minutes

Motion by Dave Heeres, seconded by Pete Garwood to approve the minutes of January 16, 2018 as presented.

Motion Carries-Unanimous.

4. Torch Lake Tours

Due to the extended winter, Nick Lefebre of Ethanology Distillation and Torch Lake Tours will reschedule for a future meeting.

5. Creation of Antrim County Entrepreneurial Center

Hannah Sanderson, Director of Business Attraction for Northern Lakes Economic Alliance (NLEA) said, as she understood the idea, the proposed entrepreneurial center would appear to be a duplication of services that NLEA, as well as programs like Senior Corps of Retired Executives (SCORE) and Small Business Development Center (SBDC), already provide. She said that she did not feel there were any gaps of service for entrepreneurs between the services provided by NLEA, SCORE and SBDC. The Committee suggested the services currently provided by these organizations might not be well known by small business owners. Ms. Sanderson said that if anyone has any questions regarding NLEA services or other services provided by other organizations, that she would be happy to answer them.

6. NLEA Update- Hannah Sanderson

Ms. Sanderson talked about the Connecting Entrepreneurial Communities Conference, which has been scheduled for October 3rd and 4th in Charlevoix. She said this would be a great experience for those who attend and would provide an opportunity for networking with local entrepreneurs. Ms. Sanderson also said the NLEA Luncheon on May 11th is sold out.

7. 2018 EDC Survey

The Committee discussed the 2018 survey and made a couple of changes to the survey questions. The survey will be sent out to the Townships, Villages and Chambers of Commerce within the County; currently there are 213 recipients. The Committee asked that the communication clarify that anyone in the organizations can fill out the survey.

8. Surrounding County EDCs

The Committee discussed the attempts to convey and receive information from surrounding EDCs, which has garnered little response so far. The Committee agreed that we cannot force surrounding EDC's to exchange information.

9. Various Matters / Public Comment

Road Map- Information Only

The Committee reviewed and discussed the rough timeline (attached pg. 3) that was provided regarding the design and printing of the County road map. They also discussed doing a Request for Proposal (RFP) for services rather than having the design for the map done in-house. Burt Thompson with Antrim County Road Commission spoke to the County road map itself. It was clarified the Road Commission handle will that part the actual County road map side of the maps and the County EDC will work on the design, content, and production for the other side of the map.

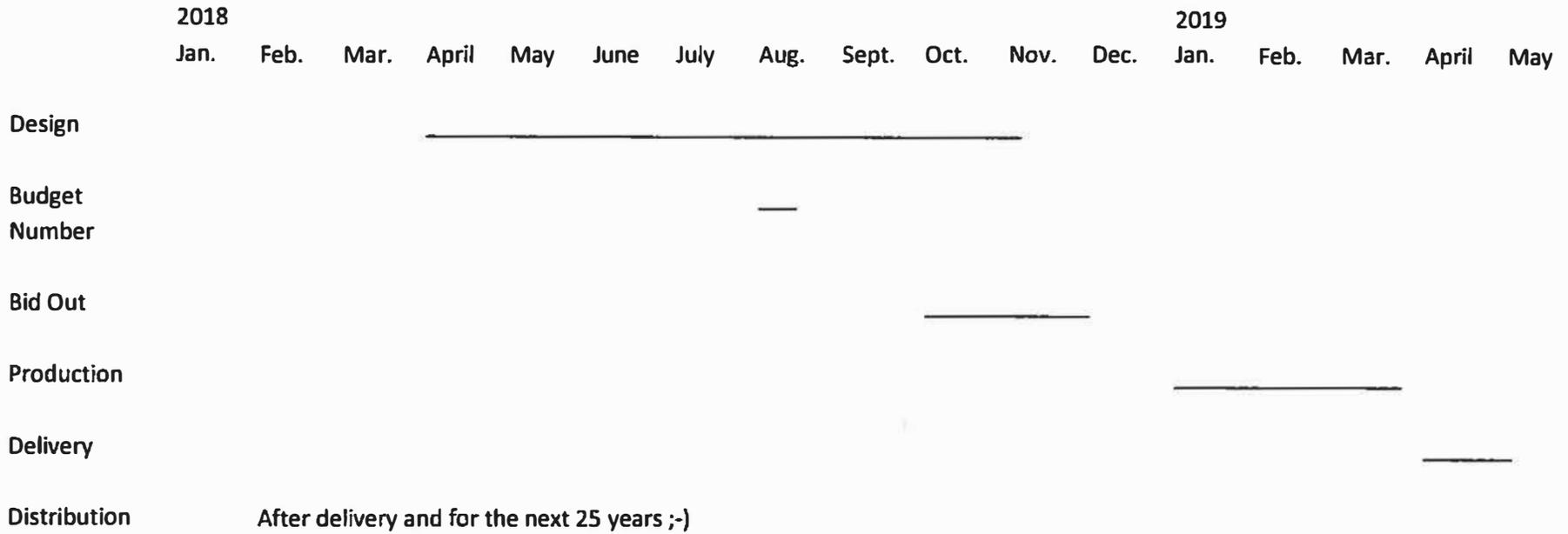
The County Road Map will be brought back for the next meeting for further discussion.

Rachel Krino announced a regional Chamber event at Antrim Dells on May 22nd. The cost is \$10 per person.

The next EDC meeting will be moved from May 15th to May 22nd at 9:00 a.m.

Meeting was adjourned at 10:05 a.m.

Antrim County Road Map Timeline





Memorandum Administration Office

May 17, 2018

TO: Antrim County Economic Development Corporation

FR: Mathew Cooke, Deputy Administrator

RE: 2019 County Road Map

For this meeting we would like to decide what information and content we want on the back of the map. Once we have a general idea, we can present a basic plan to local design companies and get some quotes for the project and ultimately select a company to do the design work.

Please come prepared with ideas of what we could potentially include, add or remove for the road map.

Antrim County

Economic Development Corporation

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

May 22, 2018
Minutes

Members present: Pete Garwood, Sherry Comben, Dave Heeres, Rachel Krino, Bonnie Robbins, Mike Allison, Veronica Welter, Kathy Peterson

Members Absent:

Others Present: Mathew Cooke

1. Call to Order

The meeting was called to order at 9:05 a.m. by Mike Allison, Vice Chair

2. Public Comment

None.

3. Approval of Minutes

Motion by Kathy Peterson, seconded by Dave Heeres to approve the minutes of April 17, 2018 as presented.

Motion Carries-Unanimous.

4. Torch Lake Tours

Nick Lefebre from Torch Lake Tours and Ethanology gave a presentation on Torch Lake Tours. Currently, they are utilizing rack cards and a website for advertising and are working on shooting a video. Mr. Lefebre said the tours cover every beverage entity in Antrim County and added that they have partnered with two Traverse City bus companies to provide transportation services. He added that a local beverage company was looking at purchasing a bus to run tour routes as well. Mr. Lefebre believes the better we promote the tour, the better of the County will be in the future for business and retention.

5. Antrim County Road Map

Pete Garwood left the meeting at 9:28 a.m.

Mathew Cooke, Deputy Administrator asked the Corporation's opinion on either seeking a graphic designer to design the back of the County Road Map or having it designed in-house. It was the consensus of the Corporation to seek a graphic designer to design the back side of the map.

The Corporation discussed ideas for the back of the map, which included updating the information, adding missing County parks, webpages, major festivals, Chain of Lakes, updating pictures, and covering winter activities in the County.

Mr. Cooke will work on the text for the map for review by the Corporation for the next meeting. He will also be seeking out design companies in Antrim County to perform the work.

6. Various Matters / Public Comment

Mr. Allison spoke to the Corporation about Pitch Night, an event held by Northern Lakes Economic Alliance. He asked that the EDC consider donating to the cause. He noted that \$250 is the standard and the EDC would get recognition on the event flyer. The Corporation will address this at the next meeting.

Andy LaPointe has resigned from the Corporation, creating a vacancy. Mr. Cooke asked that EDC members spread the word that interest forms (available on the County webpage) are available and being accepted until June 8th. At the next meeting, the Corporation will elect a new chair.

Rachel Krino informed the Corporation that the Bellaire Chamber of Commerce is looking to develop a foundation that would work towards workforce and education development, as well as pursue grants or funding opportunities. Their June meeting will discuss this idea more.

Meeting was adjourned at 10:09 a.m.

DRAFT

Antrim County

Economic Development Corporation

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

June 19, 2018
Minutes

Members present: Pete Garwood, Sherry Comben, Dave Heeres, Rachel Krino, Mike Allison, Kathy Peterson, Veronica Welter
Members Absent: Bonnie Robbins
Others Present: Mathew Cooke, Mark Haynes

1. Call to Order

The meeting was called to order at 9:02 a.m. by Mike Allison, Vice-Chair

2. Public Comment

None.

3. Approval of Minutes

Motion by Dave Heeres, seconded by Pete Garwood to approve the minutes of May 22, 2018 as presented.

Motion Carries- Unanimous

4. Organizational – Election of New Chair

Andy LaPointe, president of the EDC, resigned his position on the Corporation effective May 14, 2018.

Motion by Dave Heeres, seconded by Kathy Peterson, to close the nominations and to cast a unanimous ballot for Mike Allison for President of the Antrim County Economic Development Corporation.

Motion Carries- Unanimous

Motion by Pete Garwood seconded by Sherry Comben to close the nominations and to cast a unanimous ballot for Rachel Krino for Vice-President of the Antrim County Economic Development Corporation.

Motion Carries- Unanimous

5. EDC Survey Results

The Corporation reviewed and discussed the results from the 2018 EDC Survey and compared the results to the 2016 EDC Survey. For the July EDC meeting, the Administration Office will ask Northern Lakes Economic Alliance (NLEA) what they do or do not do to supply local government entities of funding opportunities. The Corporation asked the Administration Committee to check what the traffic numbers are to the EDC webpage. The Corporation also suggested the next survey include a question about communities marketing budgets.

The Corporation discussed affordable housing and its relation to employment for local businesses. Mark Haynes, Building Official, provided the Corporation with information on how construction codes affect the minimum size of a home. The Corporation asked about inviting Jane McKenzie from Northern Homes and someone from Networks Northwest to a future meeting to discuss housing opportunities. They also discussed putting a template together of resources related to affordable housing.

6. Antrim County Road Map Text

The Corporation reviewed and discussed the draft of the road map text. The Corporation members will send comments within the next week of any additions or changes not discussed during the meeting.

7. Pitch Night Donation

“Pitch Night Antrim” is an event held by NLEA. Pitch Night showcases some of the local businesses in a presentation style competition with financial prizes. The Corporation tabled this item for a future meeting pending design costs of the Road Map.

8. Various Matters

Rachel Krino said that the Bellaire Chamber of Commerce is still working on a foundation for workforce and education development.

Mike Allison said that there is a press release going out regarding Mancelona Community Resource Development (see attached pg. 3), which is being brought back to Mancelona to help with capacity building.

9. Public Comment

None.

Meeting was adjourned at 10:45 a.m.

Contact: Mike Allison
Mancelona Village President
PH: 231-350-6852

FOR IMMEDIATE RELEASE

USDA RURAL DEVELOPMENT AWARDS GRANT TO SPARK ECONOMIC COMEBACK OF MANCELONA

MANCELONA, MICHIGAN- The U.S. Department of Agriculture, Rural Development has awarded a Rural Business Development grant of \$35,000 to the Mancelona Community Resource Development (CRD) organization, a nonprofit responsible for economic and community development for the Village of Mancelona and Mancelona Township. The grant will be used to focus on business development and job creation; workforce housing and blight remediation; a regional trail system; including a connection with the State's Iron Belle Trail initiative; a regional road promotion project; and updating community ordinances with a focus on blight elimination.

"This grant will have a dramatic, positive impact on the economic prosperity of Mancelona Township and Village," said the USDA Rural Development State Director for Michigan Jason Allen. "It is a credit to the CRD and community that they have unified around completing a plan and strategy to transform the community. Their focus and state of readiness to accomplish great things were compelling in making this grant award."

"On behalf of the large number of individuals and groups who are sharing the responsibility for moving Mancelona forward, we want to express our deep appreciation to Director Allen and USDA Rural Development," said Mancelona Village President Mike Allison who also serves as chair of the CRD Board of Directors. "Our collaborative efforts involving the Village and Township to complete a joint master plan and recreation plan along with a strategy for the US 131 Corridor have enabled us to clearly define priorities to forge a new path for Mancelona. I hope that everyone in and outside of Mancelona who have championed our progress are proud to share in the credit for this grant award."

Allison said that the grant was secured with the help of a team of experts assembled under a Rotary Charities of Traverse City grant who will continue to help the community develop funding for specific projects. Networks Northwest has a lead role in facilitating completion of the joint Master Plan and Recreation Plan and Corridor Strategy.

The CRD includes representation from the Village of Mancelona and Mancelona DOA, Mancelona Township, Mancelona Public Schools, the County Economic Development Corporation, the Joint Planning Commission, the Mancelona Sewer and Water Authority, the local Safe Routes to School program, the Mancelona Chamber of Commerce and members of the area business community.

"We're elated to receive this grant to help us implement what we have planned," said Mancelona Township Supervisor Chuck Johnson who also serves as Vice Chair of the CRD. "We welcome the involvement of all interests in achieving the shared goals of our Township and Village. Through collective action and old-fashioned hard work there are few things that can't be accomplished!"

Antrim County

Economic Development Corporation

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

August 21, 2018
Minutes

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

1. Call to Order

The meeting was called to order at 9:03 a.m. by Rachel Krino, Vice President

2. Public Comment

None.

3. Approval of Minutes

Motion by Veronica Welter, seconded by Dave Heeres to approve the minutes of June 19, 2018 as presented.

Motion Carries- Unanimous

4. Northern Lakes Economic Alliance (NLEA) (see attached pgs. 3-8)

Janet Koch, NLEA Community Development Specialist, provided an update of NLEA on goings. She gave legislation updates on Senate Bill 5279 (removing restricting eligibility criteria on redevelopment properties- no movement), Senate Bill 469 (preservation tax credit- 2nd reading in House, vote to come) and Act 57 of 2018 (Remodified Tax Increment Financing Act- goes into effect January 1, 2019).

Ms. Koch gave an update on Central Lake Rising Tide projects such as logo and branding project moving forward, bids opened for dock project (scheduled to be completed in 2018), and the downtown pavilion planned for 2019. She noted a Downtown Development Forum on form-based zoning by Joe Meyers, City of Ypsilanti Interim Community and Economic Development Director, on September 24, 2018 at 10:00 a.m. at the Elk Rapids Government Center.

Ms. Koch said that the NLEA is still working on broadband efforts with their consortium. She said that Merritt will only work with nonprofits but the consortium could act as the avenue to link businesses with fiber. The Corporation also discussed the efforts by Great Lakes Energy to bring fiber to Emmet County as a pilot project. If successful, Great Lakes Energy may expand their services.

Ms. Koch spoke of the "[Outdoor Lighting Forum](#)," which researches and disseminates information on outdoor lighting to protect the night sky. They recently held their annual award luncheon where businesses won awards for helping protect the night sky with outdoor lighting projects.

Ms. Koch said the Antrim County Pitch Night deadline for entry is October 15, 2018. Any business that is two (2) years old or younger is eligible to participate. The Antrim County event is on November 7, 2018 and the Grand Event is on November 20, 2018. She also handed out a flyer for the Connecting Entrepreneur Communities event and a document for “Workforce Housing Possibilities,” which were both discussed by the Corporation.

5. Capital Improvement Plan (CIP)

The Committee reviewed the CIP and discussed the County’s Facilities Master Plan location and its potential impact on economic development.

6. Antrim County Road Map Update

Mathew Cooke, Deputy Administrator, provided an update on the design of the EDC portion of the 2019 County Road Map. The Administration Office received three (3) quotes. Mr. Cooke will select a company to begin the design of the road map text.

7. Various Matters

EDC Webpage Numbers

Mr. Cooke indicated he was unable to meet with Valerie Craft, IT Director, as she is on vacation. He will get the web page numbers from her for the next meeting. The Corporation asked that the webpage numbers also include the views of the main page and a list of the top visited pages.

Networks Northwest 2018 Housing Summit

Mr. Cooke asked if this would suffice for discussion on affordable housing. The Corporation expressed interest in Jane Mackenzie attending and discussing affordable housing at a future meeting.

November Meeting

Due to the Thanksgiving Holiday and staff being on vacation the week of the November 20, 2018 meeting, the date of the November meeting was changed to November 27, 2018.

8. Public Comment

Bonnie Robins announced that two downtown businesses in Alden were sold: the Alden Bar and Higgins Party Store.

The meeting adjourned at 10:50 a.m.



Workforce Housing Possibilities

USDA programs most applicable to housing:

Homeowner programs – homeowners are guided to USDA loans by their banks; used if an applicant doesn't meet the bank's lending requirements but can meet the USDA's requirements.

Construction can be financed through these programs, as can the purchase/installation of modular homes that are placed on foundations and meet the state building code.

- 1) Guaranteed loans; are from USDA to the bank
 - For purchasers with family income of \$78,200 and under (\$82,700 and under as of 6-13-2018 for a 1-4 person family, \$109,150 for a 5-8 person family)
 - 0% down
 - No maximum loan amount
 - This program is self-funding, so applications can always be processed
- 2) Direct loans; are from USDA to the homeowner
 - For purchasers with family income of \$53,700 and under
 - 0% down
 - Maximum loan amount of \$160,000
 - USDA does not always have funds appropriated for these loans; Oct. 1 is the beginning of their fiscal year and appropriations can take a few weeks/months

Multi-Family Housing Direct Loans – are from the USDA to eligible applicants

- Rental housing units only: must be rental for a significant time period (life of the loan?)
- Units must be rented to individuals/families with low to moderate incomes as defined by MSHDA.
- Minimum # of units is 5
- Units can be apartments, condos, townhomes, triplexes, duplexes and can be single family homes, but the units have to be connected in some way. This connection could be a shared parking lot or shared green space.
- USDA does not always have funds appropriated for these loans; Oct. 1 is the beginning of their fiscal year and appropriations can take a few weeks/months

Single Family Housing Repair Loans & Grants

- USDA partners with other agencies such as county housing programs
- Loans to eligible applicants are at 1%
- USDA does not always have funds appropriated for these loans; Oct. 1 is the beginning of their fiscal year and appropriations can take a few weeks/months

Business Loan Guarantee

- Hasn't been done yet in Michigan; loan can be provided to a business if less than 50% of the project's revenue will be from housing.

Note: the USDA doesn't typically make loans/grants for infrastructure to NEW developments.

MEDC program most applicable to housing:

Community Revitalization Program (CRP)

- Loans (and possibly grants) available for up to 25% of the total eligible investment
- Has to be in a downtown or traditional commercial center
- Looking for mixed-use developments that will catalyze community revitalization



County Housing Programs

Through MSHDA, there can be loans available to low-income households. However, in recent years, limited funds have been distributed for this purpose and the distributed funds have been restricted to specific areas in targeted communities in each county.

Methods to Reduce Housing Costs

1. Property donation

The donation of property by governmental units is theoretically possible.

We are currently reviewing properties owned by the State of Michigan and will be contacting state officials to determine if there is a methodology to sell/lease vacant state-owned land for workforce housing.

2. Construct modular homes

- Costs are significantly lower than stick built
- Modular homes meet the state construction code
- USDA loans can be obtained for modular homes
- Estimated costs are \$128,000 for a 3-bedroom home with well, septic & crawlspace. Property costs are not included in this estimate. Note: there is no garage in this estimate—a garage adds over \$20,000 to the cost.
- For approximately \$2,000 a steeper roof pitch can be built for a more pleasing appearance

Ongoing Housing Expansion Efforts in the Region

Google the radio segment: Rural America Faces a Crisis in 'Adequate Housing'

"Nationally, rural housing experts say the same thing. You have to have a well-organized local group of leaders committed to raising money and getting things done, in this era where federal funding for rural development is trending down."

- Networks Northwest
 - Housing Summit: Monday, 10/22, Hagerty Conference Center, 9 am - 4 pm, \$45 / \$55
 - NW Michigan Rural Housing Partnership: A Systems-Based Solution for Housing Choices
- Little Traverse Workforce Housing Partnership
- Boyne Housing Solutions – 1st forum on Wednesday, August 29, City Hall, 1 – 2:30 pm

"The Boyne Area Chamber, in conjunction with the City of Boyne City and surrounding townships, has organized Boyne Housing Solutions, a group focused on scouting solutions to our housing needs in the Boyne Area.

"Our goal is to come up with action items to help alleviate the problem before it worsens. If we aren't proactive about attacking this issue together, we will all feel the consequences sooner or later.

"We will focus on what IS allowed in the different zoning areas and will invite attendees to contribute ideas for what we could try, as a community, to start meeting our growing housing needs. Please bring your ideas and suggestions. In this forum, we are all on the same team and we must pull together to work toward housing solutions as a community. We hope to leave the forum with some action steps that we can all work on together."

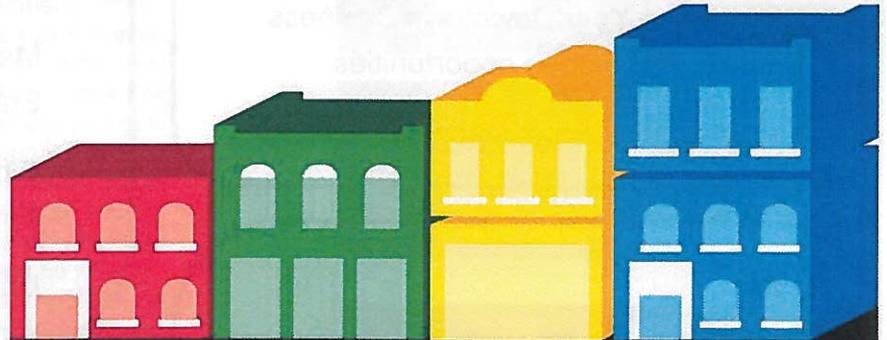
State-Wide Conference

OCTOBER 3-4, 2018
CHARLEVOIX, MICHIGAN, USA

BREAKOUT SESSIONS IN
LOCAL VENUES THROUGHOUT
THE DOWNTOWN



Connecting Entrepreneurial Communities



Learn Share Empower **Grow**

MICHIGAN STATE | **Extension**
UNIVERSITY

SMALL TOWN CONFERENCE FOR SMALL TOWNS IN A SMALL TOWN

Join other like-minded community leaders to learn exciting concepts and resources, and share best practices and fresh ideas to empower yourself and others to grow your local communities at the annual Connecting Entrepreneurial Communities (CEC) Conference.

With breakout sessions embedded in shops and venues throughout the downtown, the conference offers the unique opportunity to learn about and experience an entrepreneurial community.

We encourage you to invite your colleagues, co-workers, community leaders, entrepreneurs and stakeholders. Whether you work in economic development, business, arts and culture, government, philanthropy, the nonprofit sector, or education, you have an important part to play in supporting local businesses and entrepreneurial development in communities.

Bookmark MSU Extension CEC Website for detailed

information: www.canr.msu.edu/cec/

[Like us on Facebook](#)

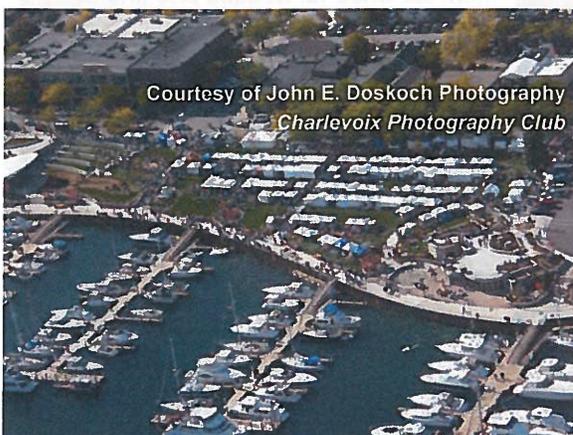
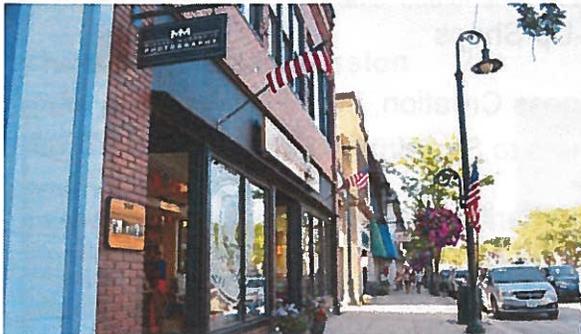
Conference Time: Wed. Oct. 3rd 11:30 am thru Thurs. Oct. 4th at 11:30am. (Registration opens at 10:30 am Oct. 3th)

Registration Fee: Includes opening and closing lunch, Wednesday evening networking event plus all the conference materials. \$100 per person. **Early Bird Rate: \$85 until Sep 7.**

Accommodations: There are several hotels in the Charlevoix area. For a complete list and room rates: www.visitcharlevoix.com/CEC or contact Visit Charlevoix at 231-547-2101.

Register here:

events.anr.msu.edu/CEC2018/



Breakout Sessions:

Designed to help your community help entrepreneurs

Redevelopment:

- How to use a Cannon Ball to Attract Entrepreneurs to Your Downtown
- Re-Imagine Your Downtown Business District...find hidden opportunities.
- The Mercado...From Vacant to Vibrant

Tools:

- Business Counseling Resources. Free, Confidential and GOOD!
- Named Must Your Fear Be, Before Banish it You Can
- Market Research & Data Analytics for Entrepreneurs in Your Community
- A Purpose Beyond Profits is Good for Business
- USDA Rural Development - A Great Resource for Business Development
- Business Model Canvas - Guiding the Startup Venture

Under 30—Grow & Attract:

- Empowering Young Entrepreneurs
- Saving Small Towns with Big City Ideas
- Junior Main Street-Community Connections to Youth
- Mind-boggling Opportunities: Preparing for the New Economy

Tourism:

- Artists & Creatives Impacting Community
- Creating a Quilt Trail - Using Tourism to Bring Additional Business to Your Community
- Marketing the Destination to Spur Entrepreneurship Growth
- What are visitors "First Impressions" In Your Community?
- Libation Industry Entrepreneurs.

Recruitment:

- Pitch Nights
- Pop-Up Shops
- Business Creation, from Farmers Markets to Storefront...and Beyond
- Using market Data to Recruit the Right Businesses
- Building a Housing Strategy to Support Workforce Housing
- Supercharge your entrepreneurial community/ Reveal your hidden business leaders
- Stop, Collaborate and Listen
- Michigan Tribal Nation Opportunities for Entrepreneurship Growth in Your Town
- Partnerships-The Secret Ingredient to Recruitment

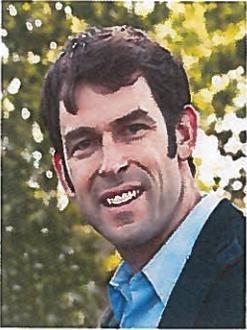
View full breakout session descriptions online:
www.canr.msu.edu/cec/sessions_2018

Keynote Speakers:

Wednesday Opening Session

Luther Kurtz,

Business Owner, Mayor, Volunteer



For Luther Kurtz, turning passions into business is business as usual. After falling in love with skydiving, he opened his own skydiving business, eventually moved it to his hometown of Charlevoix, then built the company into a national business in places like Los Angeles, Miami, Phoenix, Detroit, and Charlevoix. But the man who has a degree in Aerospace Engineering, and then a law degree was just getting started. He and his wife bought and refurbished the movie theater in Charlevoix. Next up was what's become the Mercado, which

revitalized a service alley with vacant buildings into a vibrant downtown spot with the Cantina and Salad Fork restaurants as well as other shops, such as a salon, floral shop, second floor apartments, and clothing stores. He and his wife have also purchased and upgraded other buildings in Charlevoix such as the East Park Tavern building and the Hillcrest Club Apartments, which provide quality, affordable, year-round housing in Charlevoix. He is the mayor of Charlevoix, the Past President and board member of the Top of Michigan Trails Council, serves on the DDA Board and Charlevoix Serenity House Board, which provides an alcohol and drug-free environment for recovery programs. Luther and his wife live in Charle-

Thursday Closing Session

Jake Manthei

4th Generation Entrepreneur

Jake is the CEO of Aster Brands, which licenses proven business opportunities in the concrete manufacturing industry. Aster Brands is the foundation of three licensed brands: Redi-Rock International, Rosetta Hardscapes, and Pole Base. In a nutshell - Aster Brands provide forms, molds, equipment, and support for concrete manufacturers to build or expand their businesses around the world. Jake is a fourth generation entrepreneur and is a partner in the larger Manthei Group in Northern Michigan. Jake's great grandma started a small flower farm that eventually grew into a hardwood veneer and plywood mill, a heavy construction company, a local microbrewery, and several resort RV resorts in addition to Aster Brands. Jake graduated from Arizona State University with a degree in marketing, and he and his wife live in Petos-



"I traveled from Seattle, Washington for this conference, because my team told me 'you have to attend- you won't be disappointed.' They were right....Thanks CEC folks! I'll be back next year!"



97.9% of past attendees reported *they increased knowledge of business concepts, tools, skills, and resources to build entrepreneurship in their community.*



"Loved that we were in a walkable community. It gave us a better sense of the downtown area and what works for them. The conference felt more realistic with local speakers."



Register here:

events.anr.msu.edu/CEC2018/

What to expect:

Downtown Charlevoix, Michigan; October 3-4, 2018

Conference will begin with registration, box lunches and keynote speakers at the Charlevoix Public Library, 220 West Clinton St, Charlevoix, MI. Break-out sessions will be held in unique venue locations throughout the downtown; all within walking distance. Wednesday evening will include a fun networking event to meet others and increase your contacts. Twenty-seven educational sessions are offered throughout the conference and each participant will have an opportunity to attend two keynote speeches and four breakout sessions, with additional opportunities to network, learn best practices, and share success stories. This conference is unique in that participants will experience entrepreneurial tricks-of-the-trade with a small town perspective, but will walk away with knowledge that will transcend any community size.

A special thanks to these local and state-wide sponsors.

**MICHIGAN STATE
UNIVERSITY**

Extension



**CHARLEVOIX
MAIN STREET DDA**



**CITY OF
CHARLEVOIX**



**VISIT
CHARLEVOIX**

**FAMILY
FARE**
SUPERMARKETS

Consumers Energy

Count on Us



**Networks
Northwest**

Talent / Business / Community



**Northern Lakes
ECONOMIC ALLIANCE**

If your company or organization would like to be a sponsor, please contact the planning team (see link below)

Register here:

events.anr.msu.edu/CEC2018/

To contact a member of the CEC Planning Team:

msue.anr.msu.edu/program/cec/contact_us

MSU is an affirmative-action, equal opportunity employer. MSU Extension programs and materials are open to all without regard to race, color, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or other status.

Antrim County

Economic Development Corporation

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

September 18, 2018
Minutes

Members present: Sherry Comben, Dave Heeres, Rachel Krino, Kathy Peterson, Bonnie Robins, Pete Garwood, Mike Allison, John Meeske
Members Absent: Veronica Welter,
Others Present: Mathew Cooke

1. Call to Order

The meeting was called to order at 9:00 a.m. by Mike Allison, President

2. Public Comment

None.

3. Approval of Minutes

Motion by Dave Heeres, seconded by Rachel Krino to approve the minutes of August 21, 2018 as presented.

Motion Carries- Unanimous

4. Antrim County Road Map - Update

Mathew Cooke, Deputy Administrator said Bailey Designs was selected as the graphics design company for the reverse side of the map. A draft should be ready for the next meeting on Tuesday, October 16, 2018. Potential pictures are being looked at to use for the map.

5. Antrim County Website Numbers

Kathy Peterson entered the meeting at 9:06 a.m.

The Corporation reviewed and discussed the website visit data provided by Valerie Craft, Information Technology Director. Rachel Krino suggested tracking the numbers to determine if there is growth on the webpage. Sherry Comben suggested adding analyzing the website data and trends to the strategic plan.

6. Discussion: Affordable Housing Questions

Mr. Cooke informed the Corporation that Jane McKenzie from Northern Homes will be attending the October 16, 2018 meeting. He wanted to give her some questions to help her when she presented to the Corporation. The Corporation had the following questions for Ms. McKenzie:

- What is happening in Antrim County? What about other Counties?
- What is happening with funding for affordable housing?

- What does the future look like with current funding?
- How to encourage mixtures of short term rentals and long term rentals?
- What can we do as the County Economic Development Corporation?
- What does a community need to have in order to attract developers?

7. Various Matters

Dave Heeres asked about the next Brownfield Redevelopment Authority (BRA) board meeting. Pete Garwood said that it would be engaged if there were a BRA project. Mr. Allisson noted possible Brownfield projects that could arise in Mancelona area.

There will be a Brownfield Redevelopment Authority meeting immediately following the October 16, 2018 EDC meeting.

Mr. Allison told the Corporation the Mancelona Joint Master Plan was being sent out for review. He also said the Village of Mancelona was being reviewed for certification from the Michigan Economic Development Corporation as a Redevelopment Ready Community. He noted the Community Resource Development board is getting back up and running, and the Safe Routes for School plan had been approved. The Safe Routes for School is scheduled to begin construction in the Spring of 2019.

Bonnie Robbins said she was interested in attending the Northern Lakes Economic Alliance Downtown Development Forum on Form Based Zoning presented by Joe Meyers on September 24, 2018 at 10:00 a.m. at the Village of Elk Rapids Village Hall.

Ms. Krino reminded the Corporation the Antrim County Pitch Night is being held on November 7 at 6 p.m. at Shanty Creek. The event is free but registration is required. Registration as a contestant is open until October 15. The winner of the events will receive \$15,000 for first prize and be entered into regional pitch night.

Mr. Cooke said anyone interested in the Networks Northwest Housing Summit on October 22, 2018 should contact Margie Boyd in the Administration Office to be registered.

John Meeske asked about the EDC expressing opinions on possible development projects. The Corporation discussed this topic.

8. Public Comment

None.

The meeting adjourned at 10:38 a.m.

Antrim County

Economic Development Corporation

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

October 16, 2018
Minutes

Members present: Sherry Comben, John Meeske, Veronica Welter, Dave Heeres, Kathy Peterson,
Mike Allison, Pete Garwood
Members Absent: Bonnie Robbins
Others Present: Mathew Cooke, Jane McKenzie, Janet Koch

1. Call to Order

The meeting was called to order at 9:01 a.m. by Mike Allison, Chair

2. Public Comment

None.

3. Approval of Minutes

Motion by Sherry Comben, seconded by Pete Garwood to approve the minutes of September 18, 2018 as presented.

Motion Carries- Unanimous

Absent- Krino

4. Affordable Housing Presentation

Rachel Krino entered the meeting at 9:06 a.m.

Jane Mackenzie, Northern Homes Community Development Corporation Executive Director, gave a presentation on her organization's involvement with affordable housing (see attached pgs. 4- 27). She gave some history of the formation of Northern Homes, and previous projects they have completed. Ms. Mackenzie gave an overview of different funding sources that Northern Homes has utilized to assist with affordable housing. She gave an update of current projects they are working on including; Central Lake Townhouses in Central Lake, Coble Creek I in Grayling, and rehab and resell projects in East Jordan and Petoskey. She noted that Northern Homes has funding for one more rehab and resell project.

The Corporation Board discussed affordable housing and how they can assist with it including:

- Land Bank Authorities;
- Michigan State Housing Development Authority's Workforce Attainable Modular Homes Pilot (MHP) Program;
- Encouragement of local units of government to adopt planning and zoning principles which encourage and facilitate the development of affordable housing;
- Developments like the [Beaghaus](#) development being planned in Bellaire.

5. Northern Lakes Economic Alliance (NLEA) Update

Janet Koch gave an update regarding the on goings of NLEA including:

- Central Lake dock project will be completed at the end of month through the “Rising Tide” Program;
- Central Lake pavilion project has been set for 2019 (also through the “Rising Tide” Program);
- DDA Forum on form based zoning took place on October 1, 2018. Ms. Koch said this type of zoning can speed up the permitting process and is normally instituted in an area of a municipality, not the entire municipality;
- The NLEA is moving forward with the Broadband Consortium;
- Connecting Entrepreneurial Communities workshop took place on October 3-4, 2018. Kathy Peterson attended part of the program. She noted she found the event was beneficial. Ms. Koch said the location for next year’s event is yet to be determined. They are looking at more defined tracks for groups, such as Planning Commissions, Downtown Development Authority members, Entrepreneurs, etc.;
- The Property Assessed Clean Energy (P.A.C.E.) Program loan minimum was lowered to \$100,000. Ms. Koch said this could help with program enrollment;
- The Antrim County Pitch Night event is scheduled for November 7, 2018. The winner will join winners from the three other NLEA member counties at the Grand Event at the Great Lakes Performance Center on November 27, 2018;
- Rental Rehab program money is available from Michigan Economic Development Corporation (MEDC). Funds can be used to pay for rehabilitation of second floor apartments above businesses. The rehabbed apartments must be rented to low to moderate-income individuals or families for one year after money is received;

Ms. Koch mentioned a program she learned of at an MSU Extension event called Strategic Doing. This is essentially getting a group of decision makers together to develop a plan of action.

6. Review of 2019 Antrim County Road Map Draft

Mr. Cooke presented the road map design draft that was done by Bailey Designs. He said over the next couple of weeks, he will work with Bailey Designs to solidify pictures for the map. A final draft will be presented at the November meeting. The Corporation discussed the presented draft.

Comments from the Corporation included:

- Adding (231) to phone numbers
- Adding Antrim County Road Commission Logo/ Phone number
- Including State Land in the acreage available for recreation in Antrim County

7. Various Matters

Mike Allison hopes to have good news regarding the Village of Mancelona at the next meeting.

Kathleen Peterson mentioned the Green Group of Alden will have a free movie on October 26 at 7:00 pm on green energy. The movie is titled “A Clean Energy Revolution” and will be screened at the theatre in Elk Rapids.

Dave Heeres said one of the oldest cemeteries in the state is in Banks Township. It will be rededicated to Banks Township at 4:00 on October 25.

John Meeske discussed a potential trail between Shanty Creek and Bellaire.

Rachel Krino said there is momentum behind a skate park in Bellaire. There is an upcoming meeting with the Tony Hawk Foundation.

Mr. Cooke reminded the Corporation Board that the next meeting will be on November 27, 2018.

Pete Garwood said a date has been set by the Board of Commissioners for discussion on the Facilities Master Plan. This special meeting will take place on October 29 at 6:00 p.m. in the Board of Commissioners Room. Up for discussion are the different options and potential timelines for further decisions.

8. Public Comment

None.

The meeting adjourned at 11:48 a.m.

DRAFT



Jane MacKenzie, Executive Director

In the Beginning....

- ▣ Created in 1998 by Northern Lakes Economic Alliance and Northeast Michigan Council of Governments – Tom Johnson and Jan Kellogg.
- ▣ Independent, private 501(c)(3) non-profit organization with 7-12 Board members.
- ▣ Cover a 6-10 county area, depending on the program: Antrim, Charlevoix, Emmet, Cheboygan, Otsego and Crawford.
- ▣ Staff of 4

What We Do....

- ▣ 3 Main Programs
 - Education
 - Single-family Development
 - Multi-Family Development and Management

Education

- Homebuyer Education
 - Classes and One-on-One
 - Rural Development 502 Loan Packaging

- Financial Education
 - Money Smart/Smart Living Classes

- Foreclosure Prevention
 - Step Forward Michigan
 - One-on-One Counseling.

Single Family Development

Michaywe' 2000-2003

6 houses



Community Land Trust

East Jordan, Boyne City, Petoskey and
Mackinaw City

2003-2008 16 Houses



MSHDA's ADR and HPR Program (Acquisition Development Resale and Homebuyer Purchase Rehab)

CHARLEVOIX EAST JORDAN 2008-2017 24 HOUSES
BOYNE CITY PETOSKEY
ODEN ALANSON 4 GRANTS



Major Rehab in Alanson in 2016



More Rehab Photos

BAD ELECTRIC



GOOD ELECTRIC



BEFORE



DURING DEMOLITION

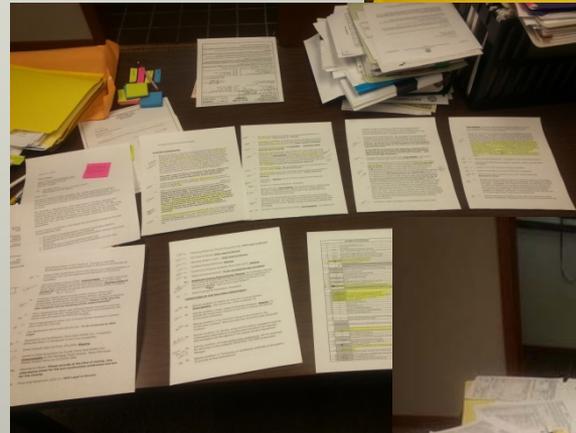


Insulation



Multi-Family Housing

- ▣ Use multiple programs
 - LIHTC 9% and 4%
 - Rural Development 515
 - HUD 202
 - FHLBI AHP
 - HOME
 - CDBG
 - MSHDA Bonds
 - Bank Loans
 - CDFI



Multi-Family Projects

Maple Village
97 Apartments in Petoskey



Multi Family Projects



Bellaire Senior Apartments
Forest View, Beaver Is.
Meredith Manor, East Jordan

W. H. White House, Boyne City



Current Projects

- ▣ Central Lake Townhomes
 - Buy and rehab 8 units in Central Lake.
- ▣ Cobble Creek I
 - Rehab 32 units in Grayling
- ▣ ADR/HPR
 - Currently buying a home in East Jordan and Petoskey to rehab and resell.
 - Have funds to do one more rehab.

Why is there still a housing problem?

- ▣ Demand v Supply
 - Hourly workers, landlords and second home buyers all competing in the same price range.
- ▣ Cost of Construction v rent/local incomes.
 - For a rental – need to charge more than \$1,000 per month to cover cost of construction, without government assistance.
 - For homeownership – difficult to build a house for less than \$180,000 all in.
- ▣ For a contractor there is less risk to work for one wealthy client where money is not an issue.

Challenges with Assisted Housing

- ▣ Governmental Programs are designed for larger projects in urban areas.
- ▣ Long time from concept to completion.
- ▣ Change in state government priorities – away from single-family to multi-family and downtown revitalization.
- ▣ Uncertainty of future funding at all levels.
- ▣ Local opposition – everyone agrees it is needed, but NIMBY.

What Helps to Create Housing?

- ▣ Having developable land available and ready to build on
 - Zoning, water, sewer, streets ...
- ▣ Broad community support.
- ▣ Predevelopment funding.
 - Market study, Phase I, survey, architect, engineer, etc.
- ▣ Time. Rezoning or site plans that expire in one year create a problem.

Antrim County

- ▣ What is happening in Antrim County?
 - A Target Market Analysis was completed in 2014 that analyzed demand. A summary of the “Potential Annual Market Demand” for Antrim County is attached.

- ▣ Other Counties?
 - ▣ Local communities are forming committees to study the housing problem and working on creating local solutions.

Antrim County

- ▣ What is happening with funding for affordable housing?
 - There are fewer funds from the Federal Government.
 - ▣ There are no new funds for RD 515, HUD 202, new Section 8 project based or vouchers.
 - ▣ HOME funds were reduced by 50% from 2008 to 2017.
 - The State Government is focusing on urban areas for new construction.
 - There is one small new MSDHA program. See attached handout.

Antrim County

- ▣ What does the future look like with current funding?
 - Work on local solutions.
 - Small incremental projects. There is not going to be one large project that solves the problem. It only takes a few homes a year to make a difference.
 - Local solutions include assistance with land, zoning, site plans, infrastructure, tap fees, other fees.
- ▣ How can we attract developers?
 - Land. Zoning. Water and Sewer. Streets. Development is difficult. Make it easy.

Antrim County

- ▣ What can the EDC do?
 - Pull together stakeholders. Be the convener. Get groups together to discuss, brainstorm, plan and implement solutions.
 - Encourage the County to start a Land Bank Authority. The tools they have may be part of the solution
- ▣ A New MSHDA Pilot Program
 - Workforce Attainable Modular Homes Pilot (MHP) Program

Antrim County

- ▣ How to encourage mixture of short term and long term rentals.
 - Difficult to do without a lot of oversight and enforcement.
 - If you help fund long-term rentals then you can attach deed restrictions/loan terms. This will prevent them from becoming short term rentals.

QUESTIONS?



Jane MacKenzie

(231) 582-6244

jane@northernhomes.org

Antrim County

Economic Development Corporation

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

October 16, 2018
Minutes

Members present: Sherry Comben, John Meeske, Veronica Welter, Dave Heeres, Kathy Peterson,
Mike Allison, Pete Garwood
Members Absent: Bonnie Robbins
Others Present: Mathew Cooke, Jane McKenzie, Janet Koch

1. Call to Order

The meeting was called to order at 9:01 a.m. by Mike Allison, Chair

2. Public Comment

None.

3. Approval of Minutes

Motion by Sherry Comben, seconded by Pete Garwood to approve the minutes of September 18, 2018 as presented.

Motion Carries- Unanimous

Absent- Krino

4. Affordable Housing Presentation

Rachel Krino entered the meeting at 9:06 a.m.

Jane Mackenzie, Northern Homes Community Development Corporation Executive Director, gave a presentation on her organization's involvement with affordable housing (see attached pgs. 4- 27). She gave some history of the formation of Northern Homes, and previous projects they have completed. Ms. Mackenzie gave an overview of different funding sources that Northern Homes has utilized to assist with affordable housing. She gave an update of current projects they are working on including; Central Lake Townhouses in Central Lake, Coble Creek I in Grayling, and rehab and resell projects in East Jordan and Petoskey. She noted that Northern Homes has funding for one more rehab and resell project.

The Corporation Board discussed affordable housing and how they can assist with it including:

- Land Bank Authorities;
- Michigan State Housing Development Authority's Workforce Attainable Modular Homes Pilot (MHP) Program;
- Encouragement of local units of government to adopt planning and zoning principles which encourage and facilitate the development of affordable housing;
- Developments like the [Beaghaus](#) development being planned in Bellaire.

5. Northern Lakes Economic Alliance (NLEA) Update

Janet Koch gave an update regarding the on goings of NLEA including:

- Central Lake dock project will be completed at the end of month through the “Rising Tide” Program;
- Central Lake pavilion project has been set for 2019 (also through the “Rising Tide” Program);
- DDA Forum on form based zoning took place on October 1, 2018. Ms. Koch said this type of zoning can speed up the permitting process and is normally instituted in an area of a municipality, not the entire municipality;
- The NLEA is moving forward with the Broadband Consortium;
- Connecting Entrepreneurial Communities workshop took place on October 3-4, 2018. Kathy Peterson attended ~~part of~~ the program. She noted she found the event was beneficial. Ms. Koch said the location for next year’s event is yet to be determined. They are looking at more defined tracks for groups, such as Planning Commissions, Downtown Development Authority members, Entrepreneurs, etc.;
- The Property Assessed Clean Energy (P.A.C.E.) Program loan minimum was lowered to \$100,000. Ms. Koch said this could help with program enrollment;
- The Antrim County Pitch Night event is scheduled for November 7, 2018. The winner will join winners from the three other NLEA member counties at the Grand Event at the Great Lakes Performance Center on November 27, 2018;
- Rental Rehab program money is available from Michigan Economic Development Corporation (MEDC). Funds can be used to pay for rehabilitation of second floor apartments above businesses. The rehabbed apartments must be rented to low to moderate-income individuals or families for one year after money is received;

Ms. Koch mentioned a program she learned of at an MSU Extension event called Strategic Doing. This is essentially getting a group of decision makers together to develop a plan of action.

6. Review of 2019 Antrim County Road Map Draft

Mr. Cooke presented the road map design draft that was done by Bailey Designs. He said over the next couple of weeks, he will work with Bailey Designs to solidify pictures for the map. A final draft will be presented at the November meeting. The Corporation discussed the presented draft.

Comments from the Corporation included:

- Adding (231) to phone numbers
- Adding Antrim County Road Commission Logo/ Phone number
- Including State Land in the acreage available for recreation in Antrim County

7. Various Matters

Mike Allison hopes to have good news regarding the Village of Mancelona at the next meeting.

Kathleen Peterson mentioned the Green ~~Elk Rapids organization Group of Alden~~ will have a free movie on October 26 at 7:00 pm on green energy. The movie is titled “A Clean Energy Revolution” and will be screened at the theatre in Elk Rapids.

Dave Heeres said one of the oldest cemeteries in the state is in Banks Township. It will be rededicated to Banks Township at 4:00 on October 25.

John Meeske discussed a potential trail between Shanty Creek and Bellaire.

Rachel Krino said there is momentum behind a skate park in Bellaire. There is an upcoming meeting with the Tony Hawk Foundation.

Mr. Cooke reminded the Corporation Board that the next meeting will be on November 27, 2018.

Pete Garwood said a date has been set by the Board of Commissioners for discussion on the Facilities Master Plan. This special meeting will take place on October 29 at 6:00 p.m. in the Board of Commissioners Room. Up for discussion are the different options and potential timelines for further decisions.

8. Public Comment

None.

The meeting adjourned at 11:48 a.m.

DRAFT

Antrim County

Economic Development Corporation

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

November 27, 2018 Minutes

Members present: John Meeske, Dave Heeres, Bonnie Robbins, Mike Allison, Rachel Krino, Kathy Peterson, Sherry Comben
Members Absent: Pete Garwood, Veronica Welter
Others Present: Mathew Cooke

1. Call to Order

The meeting was called to order at 9:03 a.m. by Mike Allison, Chair

2. Public Comment

None.

3. Approval of Minutes

Motion by Dave Heeres, seconded by Kathy Peterson, to approve the minutes of October 16, 2018 as presented.

Motion Carries- Unanimous

4. Review of 2019 Road Map Draft

Rachel Krino said she updated the text. She also indicated some of the photos shown on the current draft of the map did not have a high enough resolution and would not translate well to larger print copies. She is working to change or update the pictures on the map. Mathew Cooke, Deputy Administrator, said the EDC portion of the map will be finished by the end of the year. He said the Road Commission is working on the road map portion and, once that is finished, he will be able to send out a request for proposal on the printing of a new map.

5. Facilities Master Plan

Mr. Cooke provided the Corporation with some background on the facilities master plan process. The Board of Commissioners thought there could be value in discussion with the EDC, but there was not a specific direction from the Board.

Mike Allison said that there were a lot of factors to consider but was appreciative of the Board of Commissioners doing the background work in the plan's development. He added that any direction for new facilities would be an immense cost. Ms. Krino said the EDC should look at the economic impact the new facilities could have on the County. John Meeske asked if there were a way to show the impact of new buildings on the local economy. Ms. Krino said the Bellaire Downtown Development Authority was working on something.

The Corporation discussed the need for a new jail, the costs, future land use, and location of the County campus. Mr. Allison said this is a complicated process with many pieces that need to be examined. He said that a 20-year vision plan would be useful to determine what the county should do over the next 20 years. The Corporation noted that the projected costs are today's dollars and those costs are bound to increase with inflation rising. Ms. Comben indicated the report from Byce and Associates will include 20-year projections, including population changes and individual department needs.

Mr. Cooke mentioned that the Administration Office is looking into the feasibility of building out by the animal shelter. Ms. Krino said all buildings in downtown Bellaire are occupied, and Option W-W was meant to allow for expansion of businesses, which would contribute to increased economic development and the County would get new facilities.

Bonnie Robbins asked how long the County should continue putting money into existing facilities. Kathy Peterson asked where funding for this project would come from. Ms. Comben said money would probably need to be borrowed and that there is not much grant money for the County to build.

Ms. Peterson thought that a committee that represented all municipalities (villages and townships) within the county would be helpful in coming to a decision. Discussion ensued. The Corporation discussed the proposed ad hoc committee, including the composition of the committee and what would the goal of the committee would be. The Corporation discussed how the village of Bellaire should be represented on an ad hoc committee; the majority believed that the Village itself would represent the Village and DDA interests.

Mr. Allison asked the EDC members to think about what the goals and composition of the ad-hoc committee should be for the facilities master plan by the January meeting.

Motion by Rachel Krino, seconded by Bonnie Robbins, to recommend the Board of Commissioners create a Facilities Master Plan, composing at minimum of one appointed official from each village and township.

Motion Carries- Unanimous

6. Opportunity Zones

Mr. Cooke said opportunity zones are a way to encourage development by allowing for lower tax on capital gains rather than municipalities reducing property taxes. Opportunity zones in Antrim County have already been identified, with one located in Mancelona Township and another in the Village of Mancelona. The Committee discussed passing the information along to the appropriate people who live within the Mancelona opportunity zone such as Commissioner Christian Marcus, the Village of Mancelona, Mancelona Township, Lakes of the North Board, etc.

7. Various Matters

The next EDC meeting will be on Tuesday, January 15, 2019 at 9:00 a.m. This will be an organizational meeting.

Motion by Kathy Peterson, seconded by Bonnie Robbins, to direct the Administration Office to draft a letter of recommendation that Dave Heeres be reappointed as the Board of Commissioners representative to the Antrim County Economic Development Corporation.

Yes - Meeske, Robbins, Allison, Krino, Peterson, Comben

Abstained – Heeres

8. Public Comment

Dave Hill, co-owner of Antrim Dells Golf Course, said that he believed there is incredible value to an ad hoc committee. He said it would increase community buy in and utilization of other resources such as Northern Lakes Economic Alliance (NLEA).

Ms. Krino said Small Business Saturday events took place in Bellaire, Elk Rapids, and Central Lake and hopes that they were all successful.

Mr. Allison said that the Mancelona Township/Village of Mancelona Joint Master Plan is in the process of being approved by both entities. The Mancelona Community Resource Development has met with stakeholders regarding affordable housing, and the Village of Mancelona hopes to apply for a Michigan Department of Natural Resources (DNR) grant to install a skate park and update basketball courts at Palmer Park.

The meeting adjourned at 11:04 a.m.