

Antrim County

Economic Development Corporation

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

December 13, 2016

Minutes

Members present: Dawn LaVanway, Mike Allison, Sherry Comben, Pete Garwood, Dave Heeres, Andy LaPointe, Kathy Peterson, and Veronica Welter

Members Absent: Bonnie Robbins

Others Present: Janet Koch

1. Call to Order

The meeting was called to order at 9:06 a.m. by Dawn LaVanway, President of the Economic Development Corporation (EDC).

2. Public Comment

None.

3. Approval of Minutes

Motion by Mike Allison, seconded by Kathy Peterson, to approve the minutes of October 18, 2016 as presented. Motion carried – unanimous.

4. Paddle Antrim

Deana Jerdee, Executive Director of Paddle Antrim, said the non-profit organization had been in existence for two years (**see attached pg. 4**). The mission of Paddle Antrim is to protect water resources by using paddle sports to connect people to waterways. Ms. Jerdee said four chambers of commerce were involved in Paddle Antrim. The Paddle Antrim event had 168 paddlers in 2016, which was more than a 50% increase in paddlers from the previous year. 88% of paddlers had come from outside Antrim County; 76% had travelled from outside the 5-county region, and many paddlers from Grand Traverse County had stayed overnight. Ms. Jerdee said they worked closely with the County's Emergency Services Director. She added that during the Paddle Antrim event, there were many boats on the water providing support.

In addition to the event, Ms. Jerdee said Paddle Antrim hosted local evening paddles in the summer, which were free and available to everyone. She added that Paddle Antrim's Ripple Effect mini-grant program was in its second year and is offered twice a year. To date they had awarded \$6,800 in grants; the grant application deadlines fall in mid-May and November.

Ms. Jerdee said Paddle Antrim was also working on a Chain of Lakes water trail. She distributed a handout explaining the Chain of Lakes water trail (**see attachments pgs. 5-6**). Ms. LaVanway asked about water trail information on mobile devices; Ms. Jerdee said LIAA, in Traverse City, had the data and was working toward that availability.

Ms. Jerdee said Paddle Antrim revenues were being spent on operations, grant awards, and the water trail. She added that the chambers add materials to the promotional bags provided at the event.

5. Charlevoix Convention and Visitors Bureau (CVB)

Amanda Wilkin, Executive Director of the Charlevoix CVB, said the organization started in 1984. The CVB's original budget was \$50,000 and was now \$300,000. She said this was due to the increase of the room assessment from 2% to 5%. The majority of the revenue was spent on marketing with the remaining on operations. She told the EDC the Charlevoix CVB assessment district included the City of Charlevoix and Hayes Township and had a total of approximately 350 rooms. Ms. Wilkin said the Charlevoix CVB markets to lower Michigan, Chicago, cities in Ohio and Indiana, and has done some limited marketing in New York City. Marketing efforts include participation in Pure Michigan, a digital campaign, and print ads.

Ms. Wilkin said Petoskey's CVB included Boyne Mountain and that the Petoskey CVB Executive Director is very experienced. She said the Petoskey CVB's budget was more than \$2 million. Ms. Wilkin said the Emmet County tourism marketing targets Emmet County parks and other Emmet County assets.

Pete Garwood, County Administrator, asked about the difference in focus between chambers of commerce and CVBs. Ms. Wilkin said chambers support businesses and CVB's promote overnight tourism.

Andy LaPointe asked about the choosing of target markets. Ms. Wilkin said they study home zip codes of people staying in the hotels, length of stay, etc. They have tracked that the number of visitors from Chicago has grown tenfold since they started marketing in that location. She added that reporting can be a burden to a hotelier, depending on their operations. She said the Charlevoix CVB has 60% participation for reporting.

Ms. Wilkins recommended that information be gathered about the hoteliers in Antrim County and that a survey be conducted about willingness to participate in a CVB.

The Administration Department was directed to work toward obtaining that information.

6. County-wide Promotional Brochure

Janet Koch, Associate Planner, and the EDC discussed the draft version of the brochure. Ms. Koch will work to incorporate the suggested changes and bring a revised version to the next meeting. Ms. Koch displayed an electronic version of the 1940 promotional brochure of the County.

7. Various Matters

Bellaire Commercial Rehabilitation District (CRD)

Mr. Garwood summarized the motions made by the Board of Commissioners (BOC) at their meeting of December 8 regarding the Village of Bellaire's proposed CRD. He added that the Board had not at that time received a certified copy of the Village's resolution approving the CRD and that the 28 day time period for the Board to reject or approve the Village's resolution started upon receipt of the certified letter.

Hannah Sanderson, Northern Lakes Economic Alliance, said she and the Village Clerk had met immediately after the BOC meeting; their attorney said the 28 days started after the certified letter was received by the County, which had been December 9. Ms. Sanderson distributed copies of a document that summarized points regarding the establishment of the Commercial Rehabilitation District (**see attached pg. 7**). Ms. Sanderson said the Village of Bellaire had studied the proposal thoroughly before approving it.

DRAFT

Sherry Comben, County Treasurer, said the abatement was only for the building; not the land. It was noted that the Board of Commissioners would meet on January 3 for their organizational meeting and could at that point readdress the CRD. Ms. Sanderson said the only actions the County could take were to approve or reject the creation of the CRD. She added that improvements would be abated for the length of the agreement.

Ms. Comben noted that the Industrial Development District (IDD) had been created by the Village; there was no provision in the IDD Act for the County to deny the creation of an IDD. Mr. Garwood reviewed the County's Tax Sharing Policy.

Ms. Welter asked what the EDC could contribute to the BOC's decision regarding the CRD. Both a bullet-point list and a table showing advantages and disadvantages was discussed. Points in favor of the establishment of a CRD were: that the proposed call center could be training ground for career jobs, would provide some full time jobs with benefits, that any loss of tax revenue to the County would be limited to a 10-year period, that after the 10-year period the property taxes will increase to the current level, that the building and property would be upgraded, and that the responsibility for deciding the specifics of the tax abatement would fall on the Village, not the County.

Motion by Andy LaPointe, seconded by Mike Allison, to recommend the Board of Commissioners approve the establishment of a Commercial Rehabilitation District in the Village of Bellaire, as approved by the Village of Bellaire Council on December 7, 2016.
Motion carried – unanimous.

The Bellaire Downtown Development Authority (DDA) Plan was briefly discussed. Mr. Garwood noted the types of projects for which the County's Tax Sharing Policy would not allow the County to participate.

8. Public Comment

Ms. LaVanway said the new restaurant, Blue Smoke, in East Jordan recently opened. She also noted there had been recent Amish immigration to the area. At the October meeting, Mr. LaPointe had asked about a possible hydroponic marijuana production facility east of Mancelona near the Antrim and Otsego County line. Mr. LaPointe said he expected to have news about the facility at the next meeting.

It was noted that January 17 would be the next EDC meeting.

Motion by Mike Allison, seconded by Andy Lapointe, to adjourn the meeting.
Motion carried – unanimous.

Meeting was adjourned at 11:57 a.m.



PADDLE ANTRIM

Strategic Direction

Our Vision

Thriving communities in Antrim's County's watersheds connected by pristine and well-maintained waterways.

Our Mission

Protect our water resources by using paddle sports to connect people to our waterways. Through stewardship, education, improved water trail access, and promotion of our waterways we will increase water resources protection and enhance the economic vitality the region.

Our Goals by 2020

- **Double** the amount of awards for our Ripple Effect grant program
- **Connect people** to the waterways through five annual paddle events
- Promote an active **water trail** on the Chain of Lakes

Focus Areas

Stewardship – We develop partnerships and collaborate on water quality, quantity, habitat, and other concerns that arise which will impact the watersheds.

Education and Outreach – We raise awareness of the pristine waterways so people can connect with the nature and understand the importance of protecting these precious resources. We educate individuals so they enjoy these waters safely and in a non-impactful manner and so these waterways stay pristine for future generations to enjoy.

Water Trail Leadership – We collaborate with stakeholders to facilitate water trail development including planning, development of access points, signage, stewardship, and marketing.

Who We Are

- 501(c)3 non-profit organization serving the Elk River Chain of Lakes Watershed and adjacent watersheds impacting Antrim County
- Diverse board of directors including the local chamber of commerce representatives, local business and natural resources leaders.

CHAIN OF LAKES WATER TRAIL

Paddle Antrim is leading the effort to create and market a new non-motorized water trail through the Chain of Lakes.

WHAT IS A WATER TRAIL?

A water trail is a designated route along a river, lake, canal or bay specifically designed for people using small, non-motorized boats like kayaks, canoes, single sailboats or rowboats. These trails are the aquatic equivalent to a hiking trail. Water trails typically feature well-developed access and

launch points, are near significant historical, environmental or cultural points of interest, and often include nearby amenities such as restaurants, hotels and campgrounds.



WHAT ARE THE BENEFITS OF WATER TRAILS?

- Encourage healthy lifestyles and active living by providing access to different paddling activities.
- Foster a strong sense of community and place, providing an opportunity for social interaction and access to community amenities such as parks and downtown areas.
- Encourage preservation and protection of local waterways.
- Positively impact the local economy. Water trails can help attract and support tourism and new business opportunities.

HAS ANY WATER TRAIL PLANNING BEEN COMPLETED?

Many significant shore lands have already been protected as parks and natural areas within the Chain of Lakes which are great assets for a water trail. In 2014, the Grand Traverse Regional Land Conservancy developed an inventory of potential access points for the water trail, as well as information on potential paddling routes and points of interest. We appreciate being able to use this information as a foundation to continue moving the project forward.



WATER TRAIL NEXT STEPS

Paddle Antrim's next steps include:

- Seek official endorsement of public access points for inclusion in the water trail from the units of government who own the launch sites. To date, eight units of government have passed resolutions supporting water trail development on specific sites along the route.
- Seek out input from public safety officials.
- Develop a final map showing the access points and identifying a variety of trail routes, including their level of difficulty.
- Develop a marketing plan for the trail.
- Evaluate and develop a list of recommended future improvements which may include better parking areas, universally accessible kayak and canoe sites, enhanced restroom facilities, signage, and places to clean watercraft to discourage the spread of invasive species.
- Share plan and improvements with local units of government and other project partners for their consideration.

PARTNERSHIPS WORKING TOGETHER

Paddle Antrim's role leading the development of the water trail follows the model of many other organizations around the state and nation. We will be working with a long list of public and private sector partners to develop the new water trail. Several local units of government from Ellsworth to Elk Rapids, along with Chambers of Commerce in Ellsworth, Bellaire, Central Lake, and Elk Rapids, Grand Traverse Regional Land Conservancy and Short's Brewing Company are part of a growing list of supporters who will be involved in trail planning in their area.

COMMITMENT TO THE WATERWAYS

Paddle Antrim is deeply committed to the stewardship of the waterways. We are excited about the opportunity to integrate information about water quality protection and stewardship into the planning and marketing effort for the water trail. With the support of many partner organizations, we will prioritize information on invasive species and other concerns into our marketing materials. We hope to develop and install some modest signage at strategic access points along the route that provides information about ways that recreational users can support and sustain on-going efforts to preserve and manage lands and shorelines to maintain high water quality. This includes sharing information about the on-going efforts and leadership of local watershed groups, lake associations, and others and their important water quality monitoring and protection work.

MORE INFORMATION

To learn more about Paddle Antrim or the water trail, please contact Deana Jerdee at deana@paddleantrim.com or 231-492-0171 or find us on the web at www.paddleantrim.com.



District Establishment		
ACT	PA 210 Commercial Rehabilitation Act	PA 328 New Personal Property Tax Exemption
District	Commercial Rehabilitation District (CRD)	<i>Industrial Development District (IDD)</i> Renaissance Zone Enterprise Zone TIF District... etc.
Length	1-10 Years Requirements for extension must be listed in resolution	Determined by Local Unit of Government
Amount Abated	New Taxes 100% Abated	New Taxes 100% Abated
Requirements	Building or Goup of Contiguous Buildings 15+ Years Old	Distressed Area
Business/Project Type	Primary Use Commercial Business Multifamily Residential Use	Eligible Projects: Manufacturing, Mining, Research & Development, Wholesale Trade, Office Operations
Who Can Apply	Owner of Qualified Facility	Owner of Qualified Facility
Size	CRD must be at least 3 acres OR In a downtown	No Limitation
Who Can Approve/ Deny District	1) Smallest Local Unit of Government 2) County May Deny within 28 Days	1) Smallest Unit of Government