

# Antrim County

## Economic Development Corporation

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

**July 19, 2016**  
**Minutes**

Members present: Dawn LaVanway, Mike Allison, Jan Bassett, Pete Garwood, Dave Heeres, Kathy Peterson, Bonnie Robbins, and Veronica Welter  
Members Absent: Sherry Comben  
Others Present: Janet Koch

**1. Call to Order**

The meeting was called to order at 9:05 a.m. by Dawn LaVanway, President of the Economic Development Corporation (EDC).

**2. Public Comment**

None.

**3. Approval of Minutes**

**Motion by Dave Heeres, seconded by Jan Bassett, to approve the minutes of June 21, 2016 as presented. Motion carried – unanimous.**

**4. 2017 Budget Discussion**

The EDC reviewed their strategic plan and discussed their 2017 budget needs, including the number of meetings and repair, removal, or replacement of the sign at the Business Park.

Creating a printed brochure was discussed. Ms. Koch had obtained quotes for 5,000 and 10,000 brochures. The EDC would like a wide distribution of the brochures. The following were listed as distribution possibilities: area chambers of commerce, libraries, MDOT welcome centers, and the governor's conference.

Content of the brochure was discussed; reasons for picking up and keeping a brochure were noted as providing information to summer guests and destinations that were new to the reader. The EDC would like to include a small County map noting the location of the villages. Upon completion, the brochure would also be available on the County's website. It was mentioned that adding a Quick Response code to the brochure was desirable.

**Motion by Jan Bassett, seconded by Mike Allison, to recommend the Finance Committee approve the EDC's 2017 budget of \$7,130. Motion carried – unanimous.**

**5. Convention & Visitors Bureau (CVB) Update**

Janet Koch, Associate Planner, said she had an appointment to talk to Dave Lorenz, Vice-President of Travel Michigan, a division of the Michigan Economic Development Corporation. Travel Michigan (formerly the Michigan Travel Bureau) is the state agency responsible for administering CVB assessment districts. Ms. Koch said she would bring back what she learned from Mr. Lorenz to the EDC.

**DRAFT**

Ms. Bassett said she'd attended a recent State of Michigan Travel Commission meeting at Shanty Creek. She said there was interest in looking into CVBs that affected Antrim County positively.

**6. Frontier Communications**

Ms. Koch told the EDC that Lisa Mecheau from Frontier Communications would be attending the September EDC meeting to discuss Frontier's build-out of fiber in Antrim County under the Connect America Fund Phase II program.

**7. Public Comment/Various Matter**

Ms. Koch will email the survey respondents who asked to be contacted. She was directed to welcome them to attend EDC meetings, thank them for replying to the survey, and to mention some of the accomplishments of the EDC, including the CVB efforts and the budget request for funding to create a 2017 Antrim County brochure.

It was noted that the Northern Lakes Economic Alliance (NLEA) event to meet the new NLEA employees was scheduled for Wednesday, August 3 from noon - 1 p.m. at the Antrim County Airport.

Ms. LaVanway and Ms. Bassett said the DDA director shared between East Jordan and Elk Rapids was working out well. Ms. Bassett said she had encouraged the Elk Rapids Village Planning Commission to consider allowing accessory dwellings in the zoning ordinance. Other new businesses in Antrim County were discussed. Ms. Welter said she will not be attending the next meeting.

Mr. Allison said an informal meeting regarding the possibility of a 6 mile trail loop at Wetzel Lake had been very positive. Paige Perry, Recreation Trails Specialist with the Parks & Recreation Division of Michigan Department of Natural Resources had attended the meeting. Mr. Allison added that the North Sky Nonprofit Network, a Rotary program, is awarding a matching grant for a joint Mancelona Village/Township master plan and to rework the recreation plan.

Ms. LaVanway and the EDC thanked Jan Bassett for her years of service on the EDC.

**Motion by Mike Allison, seconded by Veronica Welter, to adjourn the meeting  
Motion carried – unanimous.**

Meeting was adjourned at 11:05 a.m.