

MEMBERS:

Mike Allison

Term expire 12-31-21

Peter Garwood

Term expire 12-31-19

Andy LaPointe

Term expire 12-31-20

Dawn LaVanway

Term expire 12-31-21

Kathleen Peterson

Term expire 12-31-20

Bonnie Robbins

Term expire 12-31-16

Veronica Welter

Term expire 12-31-16

Sherry Comben

Term of elected office

Dave Heeres

Term of elected office

STAFF

Pete Garwood

Administrator

email: garwoodp@antrimcounty.org

Janet Koch

Associate Planner

email: kochj@antrimcounty.org

Tina Schrader

Administrative Assistant

email: schradert@antrimcounty.org

Katie Verellen

Secretary

email: verellenk@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: Janet Koch, Associate Planner
Date: September 14, 2016
Re: Meeting Notice

The Antrim County Economic Development Corporation
meeting is scheduled for:

Tuesday, September 20, 2016 at 9:00 a.m.

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

Agenda

- Public Comment
- Approval of Minutes – *July 19, 2016 (attached pgs. 2-3)*
- Frontier Presentation – Lisa Mecheau
- CVB Update
- County-wide Promotional Brochure
- 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.

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.

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.