



Grand Vision Growth & Investment Areas

Regional Network Meeting

Monday, April 11th, 2011: 10a.m. – 12-Noon

202 E. Grandview Pkwy – T.C. Chamber of Commerce Bldg, Steelcase Room

Mission Statement: Facilitate the growth and entrepreneurial culture of unique cities and villages that strengthen our region by encouraging business development, removing barriers, utilizing incentives, and fostering public and private improvements.

Proposed Agenda

I. Welcome & Introductions

- A. Roundtable Introductions
- B. Review Proposed Agenda
- C. Review 1/10/11 Minutes

II. Ongoing Business (10:10 a.m.)

- A. Guides to Permitting and Zoning Update (Community Devp. Specialists, NWMCOG/TBEDC/NLEA)
- B. Community Growth Grant Updates (R. Richardson, S. Gest, Jan Kellogg and/or Grantee Communities, TBEDC/NWMCOG/NLEA and Local Units)
- C. NWMCOG Region Comprehensive Economic Development Strategy 2011 (Regional Priority Goals and Strategies Attached) (N.Griswold/NWMCOG)
 - a) "CEDS Light" relevant to every county.

III. New Business (11:10 a.m.)

- A. TC Young Professionals Community & State Involvement Committee (N.Griswold/NWMCOG)
 - a. Placemaking Task Force of TCYP
 - b. G&I Subcommittee Focused on Placemaking and cross-pollination opportunity
- B. Potential Grand Traverse County Master Plan Talk

V. Public Comment (11:55 a.m.)

VI. Adjourn

This meeting is open to all who wish to attend. If you are planning to attend and have a disability requiring any special assistance at the meeting, please notify the Northwest Michigan Council of Governments – Nigel Griswold (231-929-5056/E-mail at nigelgriswold@nwm.cog.mi.us)



Grand Vision Growth and Investment Areas Working Group
Meeting Minutes from March 14th, 2011
10:00am-Noon
T.C. Chamber Building, Steelcase Room

Mission Statement: Facilitate the growth and entrepreneurial culture of unique cities and villages that strengthen our region by encouraging business development, removing barriers, utilizing incentives, and fostering public and private improvements.

Members Present

Nigel Griswold NWMCOG nigelgriswold@nwmcog.mi.us	Bob Carstens Acme Planning Commission 3rst5ns2@sbcglobal.net	Wally Dolamater Village of Suttons Bay manager@suttonsbayvillage.com
Dave Skibowski Grand Traverse Center dls@skibowski.net	Tom Dolembro ER_BAM dolembro@hotmail.com	Conner Miller AmeriCorp Vista thegrandvisionvolunteer@gmail.com
Kurt Schindler MSU Extension Schindl9@msu.edu	Jim Lively MLUI jim@mlui.org	Rob Bacigalupi T.C. DDA rob@downtowntc.com
Paul Skinner Village of Empire paulskinner@charter.net	Rob Franzo Mitten Communications rob@mittencom.com	Adam Umbrasas Village of Kingsley kumanager@villageofkingsley.com
Blake Smith USDA Rural Development Blake.smith@mi.usda.gov	Jan Kellogg NWMCOG/NLEA jan@northernlakes.net	Tim Burden Midtown Development TNC timkburden@gmail.com
Bob Peterson Village of Elk Rapids Vllg398@elkrapids.org	Penny Hill Village of Kalkaska kalkaskamgr@kalkaskavillage.com	Lon Husbands Village of Kalkaska kalfloat@aol.com
Bob Burgin Village of Kalkaska rburgin@northernlandco.com	Rob Richardson COG/TC Chamber Richardson@glastonburyllc.com	Joe Meyers Antrim County meyersj@antrimcounty.org
Glenn Puit MLUI glenn@mlui.org	Brian Buchler CooLED, Inc. brianb@cooledinc.com	Scott Gest COG/TC Chamber scottgest@nwm.cog.mi.us
Dan Leonard Peninsula Township planner@peninsulatownship.com	Marc McKellar Member's Credit Union marcm@memberscu.com	Debbie McKeon Rotary Charities/NorthSky dmckeon@northskynonprofitnetworking.org

Kathy Egan Suttons Bay/Bingham Twp. sbtplan@centurytel.net	Tim Maylone CCC & ER-BAM tim@cherrycapitalconnection.com	Tom Dolembro ER-BAM dolembro@hotmail.com
Dan Hook Village of Beulah Danhook1@charter.net	Charley Kinzel Village of Beulah clkinzel@chartermi.net	

Introductions

Nigel Griswold

Agenda Review

Glen Puit reviewed the MLUI publication titled, "Families on the Edge." Also discussed information about the Grand Traverse Revolving Loan Fund and how it is open to the surrounding region now - more info to follow in the April meeting.

Review of Minutes

No changes

Guides to Permitting and Zoning

Updates were provided that the document should be ready for marketing and launch in early April. This document will be a reference guide for developers to access the permitting and zoning officials in each of the 6 Grand Vision counties at every level of local government.

Community Growth Grant Updates

Kalkaska is moving ahead with its new Master Plan that includes New Economy principles. Beulah, Suttons Bay and Elk Rapids are all leveraging their grant dollars for increased funding opportunity through state and federal organizations. Village of Empire is all set with its plan to unroll wi-fi free of cost in their village this summer.

Northern Michigan Placemaking Summit Overview

The Summit was a huge success with nearly 300 people showing up to learn about economic development strategies that focus on building a sense of place. Fantastic speakers and strong presentations were given - a thorough review of the Summit can be found on the NWMCOG webpage, including video interviews with speakers, presentations and media coverage:

<http://www.nwm.org/placemaking.asp>. Some specific strategies that were covered during the summit started a dialogue for a potential subcommittee focused on the "Lighter, Quicker, Cheaper," and "Power of 10" Placemaking Strategies. Connecting this with the "1,000 Nights of Fun" strategy and how it plays into the TC Young Professionals could be a key facet to the forward movement of this initiative.

Future of Elements of Identification

The Elements of Identification process is moving in a direction of surveying local potential growth areas for where their respective “places” to do things are located, ultimately trying to help identify an increased sense of place in our cities and villages throughout the region.

USDA Rural Development Presentation

Blake Smith from USDA Rural Development presented a thorough list of grant and loan opportunities that are annually available from the federal organization. For more information on how to get grants that can increase economic opportunities in your rural area, email Blake. His information is available at the beginning of these minutes.

Next Meeting

Monday, April 11th, 2011

10am

Steelcase Room, T.C. Chamber Building, 202 E. Grandview Parkway, Traverse City, MI 49684

REGIONAL ECONOMIC DEVELOPMENT STRATEGY

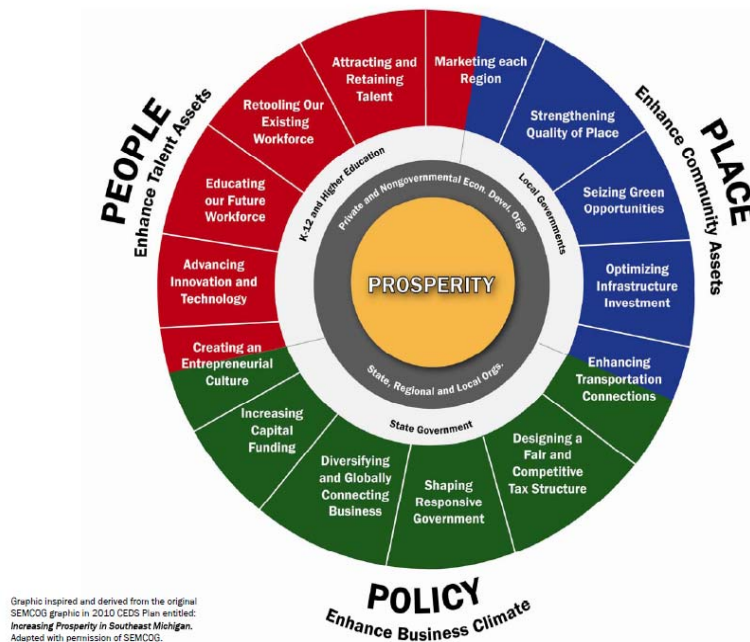
Goals & Strategies

Introduction

Since 2008, the NWMCOG has been engaged in an EDA supported investment to incorporate knowledge economy strategies into the CEDS planning process. To be competitive in the global knowledge economy, economic development plans must be asset-based and strategic at the regional level.

The Michigan Prosperity Initiative (MPI) has played a leading role in this transitional process. Initially a joint effort of the Michigan State University (MSU) Land Policy Institute (LPI) and MSU Extension, these institutions were focused on making Michigan a prosperous place again. With thorough LPI-led research focused on economic prosperity strategies, the leadership of the State of Michigan, MSU, the Michigan Department of Energy Labor and Economic Growth (DELEG), the Michigan Economic Development Corporation (MEDC), the Michigan Association of Regions (MAR), the Michigan Municipal League (MML), the Michigan Township Association (MTA), the Michigan Association of Counties (MAC) and the Michigan Association of Planning (MAP) forged a partnership focused on turning Michigan's economy around.

The three phases of the MPI have created immense value-added opportunities for the 2011 CEDS document. Phase one of the initiative focused on training Michigan citizens on regional prosperity strategies. Phase two leveraged the strong partnership with MAR, and involved all 14 regional planning commissions across the state of Michigan, creating region specific economic growth goals and strategies focused on assets that make each region more globally competitive. Phase three built upon the regional strategies to create draft strategies to guide new state economic development initiatives.



The creation of 14 general statewide goals and over 70 associated strategies is the result of this process. The 14 identified goals and how they relate to people, place and policy as regions across the state move toward prosperity is shown in Figure 1, above.

Goals & Strategies

Introduction (continued)

Using the process of MPI as a launching point for the identification of impactful economic development goals and strategies in Northwestern lower Michigan, the NWMCOG drilled down further on what specific goals and strategies were relevant in our region. The findings were presented to public and private leaders across Northwestern lower Michigan. The synthesis of the state, regional and public/private input process has led us to the prioritization of 5 strategic economic development goals in Northwest lower Michigan, along with relevant strategies to reach these goals.

The 5 prioritized strategic economic development goals for the NWMCOG region are as follows:

- Creating an Entrepreneurial Culture
- Educating Our Future Workforce
- Strengthening Quality of Place
- Seizing “Green” Opportunities
- Optimizing Infrastructure Investment

Interestingly, the regional and local-level goal prioritization processes have lead us toward areas mostly focused on the *people* and *place* aspects of reaching prosperity, which makes sense, as these are the strategic areas where regional organizations and citizens can participate and impact the enhancement of our economy through talent and community assets. Due to its fundamental role in future prosperity, the goal prioritization process also recognizes that several *policy* based goals must be in place to build a foundation of a healthy business climate.

The 3 recognized foundational economic development goals for the NWMCOG region are as follows:

- Designing a Fair and Competitive Tax Structure
- Shaping Responsive Government
- Increasing Capital Funding

Details related to the people, place and policy aspects of strategic regional economic development goals are provided, as well as detailed strategies associated with each of the 5 prioritized goals that focus on talent and community asset enhancement. There is also an explanation for each of the 3 policy goals, and how they are critical to a prosperous business climate in the NWMCOG region’s future.

Goals & Strategies

Prioritized Goals and Strategies of the NWMCOG Region

Create an Entrepreneurial Culture

- Develop and teach educational models built on case studies and research that show the benefits of embracing change and risk as key factors in 21st Century personal and corporate success.
- Create a more business friendly and entrepreneurial environment that includes a business culture reliant on innovation and technology collaboration and partnering, through technical assistance and incentive programs for business start-ups and expansion of existing businesses.
- Expand economic gardening and entrepreneurial support programs across the state that result in or target:
 - collaborative efforts to offer assistance to small businesses, start-ups and owner-operated businesses,
 - strong local support for more innovation centers and incubators,
 - and entrepreneurial skill development in web development and marketing, and telecommunication opportunities.
- Popularize entrepreneurship through a media campaign using case examples from Michigan business, government and other leaders (with the persona of Pure Michigan).
- Create business, self-employment, and entrepreneurship programs in high schools.
- Create self-employment and entrepreneurship programs in community colleges, including “placement” services that link students with franchisors, incubation centers, small business assistance centers, and lending institutions.
- Leverage and mobilize wealthy retirees for the purposes of business, government, and social entrepreneurship
- Utilize technology to educate, improve social networking, and create greater access to new markets
- Develop increased research capacity and access to high level scientific graduate degrees within the region, leading to tech-transfer, high-tech business start-ups and patents.
- Promote strategies focused on a strong sense of place, including arts/culture and other opportunities to be active in public spaces so that entrepreneurs will be drawn to the region.

Educate our Future Workforce

- Provide incentives for educational partnerships to develop in-demand job skills and talents between the private sector, public and private schools, and higher education institutions.
- Forge a Great Lakes compact between the private sector, nongovernmental organizations (NGOs), states and the federal government focused on producing highly skilled graduates of K-16+ school systems with rigorous curriculums in science, technology, engineering and design, and math (STEM) disciplines.
- Expand mentoring and internship opportunities for youth with the private and public sectors and NGOs.
- Eliminate the digital divide in middle schools and high schools.
- Research costs and benefits of alternative ways to increase educational skill development that is globally competitive, including lengthening the school day, school year, and reducing the number of school years before high school graduation.
- Develop and invest regionally in a collaborative systems approach to ensure every child 0-5, in every care setting, has access to educational experiences

Goals & Strategies

Prioritized Goals and Strategies of the NWMCOG Region

Educate our Future Workforce (continued)

- Integrate research capacity of 4-year institutions into community colleges
- Engage in region-wide dialogue among business and government leaders, universities and colleges to solicit ideas and support for economic innovation.
- Build programs which offer financial incentives to students to seek higher education within our state.
- Develop programs that provide competitive skills to students who are not college bound.
- Develop curriculum that focuses on the fundamental values of lifelong education.
- Develop curriculum focused on the value of higher education in the long run, and how individual success and mobility in a global economy is fundamentally based on your level of education and/or entrepreneurial abilities.

Strengthen Quality of Place

- Revitalize and recreate vibrant cities where people want to live, work and play by:
 - facilitating higher-density mixed-use economic development in downtowns, at key nodes and along major corridors,
 - and, enhancing cultural and entertainment assets as attractors for additional economic investment.
- Target community investments on place-based improvements to attract knowledge workers and their families with a special focus on green infrastructure investments, parks, trails, recreational areas, and bicycle and pedestrian connections throughout the community and with adjoining rural areas.
- Target catalytic investment in key growth centers and in key rural economic engines.
- Leverage vacant properties and brownfield sites to support redevelopment that targets businesses and residential development attractive to knowledge workers, the creative class and 25-34 year olds.
- Target investments in rural communities that support expansion of their natural asset-based economies and provide quality living opportunities to those talented workers who prefer a rural environment and its amenities.
- Identify regional assets that serve to celebrate and enhance or create businesses and jobs around the 4-seasons (residents & tourists)
- Expand housing and transportation choices (affordability and type) in regional investment areas
- Preserve the scenic beauty of the region.
- Local units of government, business leaders and arts and cultural organizations increase the visibility and connectivity of public art
- Inventory the location and clustering of key cultural facilities and activities and develop joint business opportunities and market those facilities and activities
- Emphasize the food movement in the region by marketing our farm products to attract tourists and keep our landscape beautiful.
- Provide internet connection/capability throughout in all public places in both urban, suburban and rural locations throughout the region
- Implementing “smart growth” practices that allow for appropriate growth that mitigates the negative impacts of sprawl and maintain identity of communities.

Goals & Strategies

Prioritized Goals and Strategies of the NWMCOG Region

Seize Green Opportunities

- Pursue renewable generation opportunities in environmentally, socially, and economically appropriate areas that increase regional energy independence and reliability
- Link future wind and solar energy production with protection of the long term viability of agricultural land.
- Align local plans with a regional strategic growth plan for green energy development, production and use by encouraging reasonable regulation of energy generation, and building and transportation sector energy use.
- Forge a Great Lakes energy independence compact with adjoining states and the federal government that commits significant new investments for research and deployment in clean energy sources and sustainable transportation.
- Leverage a national multi-billion dollar investment in Great Lakes restoration with strategic water-based economic development projects, cross state branding and promotion initiatives, and improved public access to the lakes and their waterways.
- Engage business owners, university researchers, workforce development agencies and colleges, industry and entrepreneurs on how to leverage regional assets to create green businesses and jobs
 - Develop workforce skills in green trades and generate demand for skills through marketing, education, incentives, partnerships and the updating of local government policies to accommodate green economic activities.
 - Protect and enhance green infrastructure and water quality, and preserve agriculture as a viable economic practice.
- Expand residential, commercial, and municipal energy efficiency programs.
- Encourage local public policies that affect standards and incentives for energy efficient practices.
- Leverage the regional natural resource base for economic opportunity and sense of place by keeping lakes, rivers and streams clean, capitalizing on eco-tourism opportunities and marketing the unique agricultural landscape and products of the region.

Optimize Infrastructure Investment (EDA Opportunity)

- Build on the success of recent Stimulus Grants to apply for further assistance to expand high speed internet access and improved cell phone service to targeted rural areas of Michigan using fourth generation technology.
- Design and implement a mechanism to maximize capture of federal funds for communication infrastructure, public road, airport, transit, port, sewer, storm sewer, and water facility repair and construction.
- Establish life cycle and replacement cost budgeting for all public infrastructure from the time it is designed and before initial construction.
- Pursue a “fix it first” funding strategy that prioritizes federal and state funding for existing transportation and underground infrastructure systems in established communities, over expansion of existing infrastructure or creation of new infrastructure in areas not presently served by such infrastructure, except where a public health issue is at stake.
- Develop policies to provide economic development incentives for new job development in areas that are already served with public infrastructure, including brownfield sites over greenfield areas without adequate public infrastructure.

Goals & Strategies

Prioritized Goals and Strategies of the NWMCOG Region

Optimize Infrastructure Investment (continued)

- Significantly expand infrastructure that supports New Economy concepts such as:
 - Expansion of the electric distribution grid with Smart Grid capacity
 - Improvement of cellular service
 - Expansion of broadband accessibility and improved bandwidth capacity in investment areas
 - Better commercial utilization of waterfronts
 - Provide a more diverse mix of housing stock, including affordable housing options in investment areas
- Partner statewide and beyond to create an effective rail transit system with connection to multi-state rail opportunities to enhance freight transportation, commerce and tourism.
- Implement complete streets strategies to allow for bikable, walkable and transit friendly roadways that are shared with automobiles.

Critical Foundational Policy Goals Recognized for the NWMCOG Region

- **Designing Fair and Competitive Tax Structure**
 - We recognize that a fair and competitive tax structure is fundamental to any successful economic development strategy, and therefore support state and federal policies and legislative revisions that move our state and local government in that direction.
- **Shape Responsive Government**
 - We recognize that responsive government is a critical aspect for an economic development strategy to be successful across the region, and we therefore support the collaborative alignment of local plans with local and regional assets and strategies that prioritize local investments which have regional benefits.
- **Increase Capital Funding**
 - With the understanding that increased capital funding is foundational to the forward movement of any economic development strategy, we support the provision of incentives for the creation of regional investment centers to promote new business development by growing regional capital investment pools with local resources and access to state resources.

Other Relevant Goals Identified by the Michigan Prosperity Initiative Process

- **Diversify and Globally Connect Business**
- **Retool our Existing Workforce**
- **Attract & Retain Talent**
- **Market Each Region**
- **Enhance Transportation Connections**