



# Grand Vision Growth & Investment Areas

## Regional Network Meeting

Monday, August 8<sup>th</sup>, 2011: 10a.m. – 12p.m.  
202 E. Grandview Pkwy – T.C. Chamber of Commerce Bldg, Steelcase Room

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*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 7/11/11 Minutes

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

- A. Community Growth Grant Updates (N. Griswold and/or Grantee Communities and local units)
  - a) Updates from 2010 Grantee Communities
  - b) Discuss September 27<sup>th</sup> grand Vision Event
  - c) 2011 New Designs for Growth: Community Growth Grant Program RFP Released (Document Attached)
- B. G&I Placemaking Subcommittee(s) (N.Griswold/NWMCOG, Connor Miller/AmeriCorps, James Bruckbauer/MLUI, and other subcommittee members)
  - a) Resource Group
    - i. Updates related to the creation of the Community Placemaking Guidebook – a placemaking resource product for our regional communities
    - ii. Report updates on progress by NWMCOG & subcommittee members.
  - b) Implementation/Action Group
    - i. Environment to incubate and cultivate placemaking campaigns and opportunities
    - ii. Need leadership – mission/goals/strategies draft is in place.

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

- A. NWMCOG Commitment to Convening the Growth & Investment Network (Matt McCauley, NWMCOG)
- B. Discussion Focused on Regional Loan Fund Availability to Businesses (Chris Wendell, SBTDC)
  - a. Potential for a Business Financing Subcommittee?

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

#### VI. Adjourn

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*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](mailto:nigelgriswold@nwm.cog.mi.us))



**Grand Vision Growth and Investment Areas Working Group**  
**Meeting Minutes from July 11<sup>th</sup>, 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 <a href="mailto:nigelgriswold@nwmcog.mi.us">nigelgriswold@nwmcog.mi.us</a>	Jan Kellogg NLEA/NWMCOG <a href="mailto:jan@northernlakes.net">jan@northernlakes.net</a>	Wally Dalamater Village of Suttons Bay <a href="mailto:manager@suttonsbayvillage.com">manager@suttonsbayvillage.com</a>
Erick Takayama Acme Township <a href="mailto:Etak4gto@sbcglobal.net">Etak4gto@sbcglobal.net</a>	James Bruckbauer MLUI <a href="mailto:james@mlui.org">james@mlui.org</a>	Conner Miller AmeriCorp Vista <a href="mailto:thegrandvisionvolunteer@gmail.com">thegrandvisionvolunteer@gmail.com</a>
Kurt Schindler MSU Extension <a href="mailto:Schindl9@msu.edu">Schindl9@msu.edu</a>	Marty Dillon Common Sense Energy <a href="mailto:commonsenseenergy@gmail.com">commonsenseenergy@gmail.com</a>	Rob Franzo Mitten Communications <a href="mailto:rob@mittencom.com">rob@mittencom.com</a>
Marc Mckellar Members Credit Union <a href="mailto:marcm@memberscu.com">marcm@memberscu.com</a>	Debbie Mckeon NorthSky NonProfit Network <a href="mailto:dmckeon@northskynonprofitnetwork.org">dmckeon@northskynonprofitnetwork.org</a>	Leslie Sickterman Green Lake Township <a href="mailto:lsickterman@gmail.com">lsickterman@gmail.com</a>
Tom Emling <a href="mailto:emlingt@msu.edu">emlingt@msu.edu</a> MSU	Kristin Smith Leelanau County Planning <a href="mailto:ksmith@co.leelanau.mi.us">ksmith@co.leelanau.mi.us</a>	Phil Franzo TC Chamber of Commerce <a href="mailto:Franzo@mtu.edu">Franzo@mtu.edu</a>
Bob Peterson Village of Elk Rapids <a href="mailto:Vllg398@charter.net">Vllg398@charter.net</a>	Ted Bagley Grand Traverse Center <a href="mailto:tbagleyo@yahoo.com">tbagleyo@yahoo.com</a>	Heather Seyfarth LIAA <a href="mailto:Seyfarthe@liaa.org">Seyfarthe@liaa.org</a>
Carrie Bourdages NWMCOG <a href="mailto:carriebourdages@nwm.cog.mi.us">carriebourdages@nwm.cog.mi.us</a>		

**Introductions**  
Nigel Griswold

**Agenda Review**

Pushing Community Growth Grant Updates to the end of the meeting given that NWMCOG Communications is now covering Grand Vision Communications and Carrie Bourdage will not arrive until 11am or so.

### Review of Minutes

No changes

### **Placemaking Subcommittee**

Placemaking Subcommittee is mainly focused on the creation of a tangible resources related to placemaking in communities across Northwest lower Michigan. Community Placemaking Guidebook lays out the principles, process, tools and best practices related to community-level placemaking. The NWMCOG is very excited to release this tool, and it should be available by winter or spring 2012. The Placemaking Resource Subcommittee is an anchor review committee that is designed to be robust enough to make sure the citizen and community focused guidebook is a relevant guide for the process of local level placemaking. A copy of the draft Guidebook should be ready for G&I Network review by Fall/Winter of 2011.

The action subcommittee is in its infancy, and is coming together. James Bruckbauer and Connor Miller discussed the first meeting of the action group and it is mostly young people focused on the Traverse City area. Specifically working to focus on public spaces that are in need of maintenance or underutilized or have access issues, etc.

### **Regional Loan Fund Discussion**

This month's loan fund discussion was quite dynamic given the conversations sparked by TC Chamber Economic Development staff Phil Franzo and Members Credit Union strategist Marc McKellar. The new regional formation of loan funds that is being discussed by the MEDC was discussed, and it was bestowed on the group that the NWMCOG region is now considered "Region 2" for MEDC services. Revolving loan funds were discussed, and it is looking like they may be de-federalized, which would make it much more likely that local banks will start partnering with local chambers and the MEDC to get revolving loan \$\$ to business. Very good news!

### **Network Support Services Discussion**

Debbie McKeon from NorthSky NonProfit Network discussed a tool that five partners from the region are working on that is working to pull all resources and services from across the region into a comprehensive one stop shop. This would greatly benefit all of the work that Grand Vision networks have been putting together and turn it into services and resources that communities and citizens can access. Partners include TBEDC/TC Chamber, Rotary/NorthSky, NWMCOG, NMC and United Way.

### **Community Growth Grant Updates**

Solid updates from Empire, Suttons Bay, Green Lake Township and Elk Rapids were given at the meeting. Empire W-Fi is fully functional in the core downtown area of the village and thousands of users have already taken advantage of it. A sustainability/management plan has been put together in which the local unit of government is managing the resource. Suttons Bay is in great shape with its downtown plan. Opportunities to implement aspects of the plan are possible given the \$2 million in place to update roads and sewers from MDOT and EPA. Green Lake Township is very happy with their product - sounds like they received a form-based code that may be put into effect in their zoning ordinances as well as some visionary placemaking approaches to Interlochen corners that has some buy-in from local land owners. Stay tuned! Elk Rapids is in the final stages of its feasibility study of increasing the capacity of wastewater treatment facilities to increase economic development opportunities. Grants have been leveraged.

The 2011 Community growth Grant draft document was discussed, and the draft RFP is essentially the finished document - some details simply remain before release. The document was officially released on July 19<sup>th</sup>, 2011 with a proposal due date of September 2<sup>nd</sup>, 2011. 6 grants are available once again, but each is at the \$10,000 maximum this year.

#### **Grand Vision Event and Communications Update**

Carrie Bourdage from NWMCOG Communications joined the meeting to discuss the updated Grand Vision website and new approach to communicating growth and Investment information to the public via website and other traditional media forms. The new style is to report any growth or investment news to the convener who will then put the person in contact with the communications folks at NWMCOG and work there story onto the web or other media of appropriate. The convener will also be updating the G&I website, so work on its updating if it needs it and report to the G&I convener!

The 2011 Grand Vision Event is scheduled for September 27<sup>th</sup>, 2011 and will have a thematic focus on successes and implementation of the Grand Vision as expressed on video/filming with young people.

#### **Next Meeting**

Monday, September 12<sup>th</sup>, 2011

10am

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



# NEW DESIGNS FOR GROWTH: COMMUNITY GROWTH GRANTS PROGRAM



**Release Date: July 18, 2011**  
**Due Date: September 2, 2011**

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The Grand Vision is a citizen-led vision for the future of land use, transportation, economic development, and environmental stewardship in Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford Counties. The ultimate goal of the Grand Vision is to create prosperity by making this region an even better place to live, work and play. In support of the Grand Vision the Northwest Michigan Council of Governments and the Traverse City Area Chamber of Commerce, with generous support from the W. K. Kellogg Foundation, is offering the New Designs for Growth Community Growth Grants Program. This program will work to move the Grand Vision into action by providing direct financial support to communities for leadership, planning, collaboration, local decision-making and action-oriented projects that will enhance our communities' sense of place and build the foundation for a stronger regional economy.

**Grants of up to \$10,000 (provided as cash or as direct technical assistance) will be made available on a competitive basis to city, village, township, and county governments from the six-county Grand Vision region.**

## **Purpose**

The New Designs for Growth Community Growth Grants Program is intended to strengthen our region by removing barriers and creating incentives for greater public and private sector investment in our region. Successful projects will create a framework for sustainable and efficient growth and development by implementing strategies that are consistent with the Grand Vision ([www.thegrandvision.org](http://www.thegrandvision.org)) and New Designs for Growth ([www.newdesignsforgrowth.org](http://www.newdesignsforgrowth.org)) principles.

## Project Application and Selection

All city, township, village, and county governments in Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford Counties are eligible to apply. The application can be for direct technical assistance and/or cash assistance.

The NWMCOG is accepting applications in the form of clear and concise proposals of no more than 5 pages. Proposals must contain all of the following:

- **Purpose Statement.** Summarize the purpose of the project.
- **Background and Need.** What has led you to apply for this grant? What is the need for this activity?
- **Project Goals and Activities.** In a brief statement, please identify the project goals. What do you hope to achieve? What activities will be completed to meet the community's needs? Who will complete the work?
- **Participant Information.** Describe your community's organizational structure, including staff capacity and leadership. Who are the partners and how will they participate in the project?
- **Project Area.** Please provide a brief description and/or map.
- **Project Commitment.** The proposal must include a commitment to provide either cash or in-kind match within one month of project start-up, as well as a commitment to participate in the Grand Vision Growth and Investment Working group.
- **Innovation.** Does your program/project incorporate a new approach, technique or methodology?
- **Community impact.** What will be different in the community if your project is successful? How will the outcomes of the project have a long-term community benefit?
- **Performance Measures and Accountability.** How are the impacts of this activity measurable? What is the plan to show accountability in reaching the defined project goals?

An application review committee of the Grand Vision Growth and Investment Working Group will evaluate all applications received. The success of an application will be determined by its completeness and clarity of purpose, the likelihood of project success, and the level of commitment offered by participants.

Please note that grant recipients will be required to provide a representative to participate monthly in the Grand Vision Growth and Investment Area Working Group. Also, the NWMCOG will provide communication support to all projects selected through the New Designs for Growth Community Growth Grants Program. Grant recipients will be asked to attend the September 27, 2011 Grand Vision event in Traverse City.

### To apply:

Grant applications must be received no later than 5 p.m. on September 2, 2011. Please submit applications as Adobe Acrobat .pdf documents (preferred method), to [mccauley@nwm.cog.mi.us](mailto:mccauley@nwm.cog.mi.us) or mail to:

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