Minutes

West Michigan Prosperity Alliance Steering Committee
July 31, 2014
10:00 a.m.
Haworth Inc., Holland, MI

CALL TO ORDER:
John Weiss called the July 31, 2014 meeting to order at 10:15 a.m.

Members Present:
John Weiss, Executive Director Grand Valley Metro Council
Kathy MacLean, Ludington/Scottville CofC/MCGA
Paul Griffith, Michigan Works! W Central
Jim Sandy, Mecosta County Development Cooperation
Deborah Groeneveld, MI Works! Muskegon-Oceana
Bruce Adair, Lakeshore Advantage
Erin Kuhn, WMSRDC
Rick Chapla, The Right Place, Inc.
Dan Rinsema-Sybenga, Muskegon Community College
Fiona Hert, Grand Rapids Community College
Andrew Johnston, West MI Chamber Coalition
Jacob Maas, Kent-Alleghan Michigan Works
Mike O’Connor, Adult Education, Zeeland
Kathleen Sullivan, Adult Learning Partners of West Michigan
Dave Bee, Director, WMRPC
Linda Brand, Model Community Initiative
Steve Bulthuis, Macatawa Area Coordinating Council

Others Present:
Jim Brooks, West Michigan Strategic Alliance
Angie Barksdale for Bill Raymond, MI Works! Ottawa

Members Excused:
Valerie Byrnes, Barry County Economic Development
Jim Fisher, Padnos Recycling/Talent 2025
Ed Garner, Muskegon Area First
Simone Jonaitis, Grand Valley State University
Lynda Matson, Business Opportunity Center, West Shore Community College
Roger Safford, Region Engineer MDOT
Kevin Stotts, Talent 2025
Doug Wood, Orchard View Adult Education

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I. Approval of the Agenda
Motion by Jacob Maas, seconded by Mike O’Connor to approve the agenda. Motion carried

II. Approval of the Minutes
Motion by Deborah Groeneveld seconded by Rick Chapla to approve the minutes from the May 29, 2014 and June 6, 2014 meetings. Motion carried.

III. Appointment of Steering Committee Member
Motion by Paul Griffith and seconded by Fiona Hert to appoint Lynda Matson, Director, Business Opportunity Center, and West Shore Community College to the Region 4 Regional Prosperity Steering Committee. Motion Carried

IV. Presentation
Steve Bulthuis introduced Jim Brooks, to do an overview and history of the West MI Strategic Alliance. He explained that the purpose of the Alliance was to do strategic Planning with three (3) sectors, Business, Non Profits and Government to improve the community and the quality of life. This process brought together over 300 individuals in January 2000. The focus should be on talent to move up the value chain. The government’s role is an important part of the process. This was done 14 years ago. Are the priorities the same or have they changed? Most agencies fear that Grand Rapids, the biggest community will dominate. But we must trust that we all have mutual benefit. Each community has different strengths and weaknesses.
Some factors to consider are
• #1 is trust that will be learned over a period of time.
• Different sectors are based on where they are in the community
• Learning to work together

V. Summary Reminder of Final Project Criteria
Dave Bee distributed the following handout (attached)
Organization Issues, Goals and Actions
Prosperity in West Michigan
West Michigan Prosperity Alliance Projects

There were 31 projects submitted, grouped into 3 tiers
• Tier 1 7 projects
• Tier 2 5 projects
• Tier 3 19 projects

VIII. Committee Presentations
A. Alliance Communications Committee: no report
B. Public Communications Committee:

Rick Chapla distributed an outline and request for funding for website and dashboard development. (attached)

Motion by Jim Sandy seconded by Jacob Maas to approve funding to the The Right Place, not to exceed $30,000, to implement the Communications Plan. Motion carried
C. General Session Committee:

We need to show that we have had this final large group session or have it scheduled. The plan has to be approved by 2/3 vote, of the Steering Committee.

We should have the meeting be advisory in nature and use polling with the group to get immediate feedback. There was discussion on presentation and voting on projects. There was discussion about what the role of the large general group will be decision making or advisory and what do we want to get from the meeting. Get the word out about what we are doing whether it’s informing our boards or in our newsletters. Before September we need to lay the ground work about what the Regional Prosperity Initiative is. Owners of the projects will need to get support and partner with others. There should be a consensus building meeting to get the committee in the region to get behind the various projects. These are all Regional Projects that will lead to greater prosperity in our Region. We need to remember we are speaking as a Region for these projects. We need to emphasize that we haven’t said any project is denied; we just selected projects that made the most sense for the region. Have a Planning committee look at submissions and see which ones can merge with others and send letters to the project submitters to suggest they make connections with others to make their projects more regional in nature. We need to be transparent and get the word out to our boards and community. We could send video presentations out in advance of the meeting and ask the large group what they think we should be working on. Emails were sent to 3,500 individuals after the second general meeting and 31 projects were submitted. Mike O’Connor will email the list of things that presenters should address in their presentations. Grant - 1st year was for organization and the 2nd year will be for implementation start up for projects. Rick will look at 5/3 Ball Park for this 3rd general meeting.

IX. Other Business

Kathleen Sullivan gave a report on the Adult Education Realignment. There are now 10 grant recipient.

X. Open Discussion of Cooperation/Collaboration Efforts

John Weiss: Discussion about State’s regional reorganizations and how can they help us

Jacob Maas – Michigan Works collaboration – consultant to work through process on August 15th.

Steve Bulthius – Pere Marquette passenger rail advocacy for preservation. Discussions with Benton Harbor, Grand Rapids, Holland and Muskegon. Two prosperity regions working together.

Rick Chapla – WMSRDC & Right Place working on the strategic plan for Lake County. Lake wants to collaborate with Mason and Oceana.

XI. The next meeting will be on Monday, August 18, 2014, 10:00 a.m. – 1:00 p.m.at Muskegon Community College, 221 S Quarterline Road, Muskegon, MI 49442 (map attached)

XII. ADJOURNMENT

Motion to adjourn at 12:50 p.m.