Minutes

West Michigan Prosperity Alliance Steering Committee
April 30, 2014
1:30 p.m.
Michigan Works West Central! (Big Rapids, MI)

I. CALL TO ORDER:
John Weiss called the meeting to order at 1:30 p.m. There was a recap given of the Governor’s Economic Summit.

Members Present: John Weiss, Executive Director, GVMC
Steve Bulthuis, Executive Director, Macatawa Area Coordinating Council
Roger Safford, Region Engineer, State of Michigan, DOT
Jim Sandy, President, Mecosta County Development Cooperation
Deborah Groeneveld, Executive Director, Michigan Works! Muskegon-Oceana
Bill Raymond, Executive Director, Ottawa County Michigan Works!
Doug Wood, Director, Orchard View Schools Adult Education
Fiona Hert, Dean, Grand Rapids Community College
Jacob Maas, Executive Director, Kent-Allegan Michigan Works!
Linda Brand, Executive Director, Model Community Initiative
Dave Bee, Director, WMRPC
Erin Kuhn, Program Manager, WMSRDC
Simone Jonaitis, Executive Director, GVSU-Center for Adult/Continuing Students
Julie VanDyke, Director of Development, West Shore Community College
Dan Rinsema-Sybenga, Dean, Muskegon Community College
Rick Chapla, Vice President, The Right Place, Inc.
Kathleen Sullivan, Facilitator, Adult Learning Partners of West Michigan
Kevin Stotts, Talent 2025
Paul Griffith, Michigan Works! West Central
Valerie Byrnes, Barry Co Economic Development Corp.
Bruce Adair, Lakeshore Advantage

Members Excused: Jim Fisher, Mike O’Connor, Andy Johnston, Kathy Maclean and Ed Garner.
P. Griffith did a presentation on the Michigan Works! West Central Office which used to be a bowling center. Michigan Works! West Central shares the center with eight other agencies, Newaygo County Regional Educational Services Agency, Mid-Michigan Community Action Agency Inc, Michigan Veterans Representative, Michigan Rehabilitation Services, Professional Staffing, Goodwill Industries, Hope Network and Trillium.

II. APPROVAL OF AGENDA:

III. APPROVAL OF MINUTES:

The minutes of the February 27, 2014 meeting were approved as written.

Moved J. Maas and seconded P. Griffith to approve the minutes with the exception that the amount for basecamp is $20 a month. Unanimous vote.

IV. PRESENTATION OF REGIONAL AREA-JIM SANDY AND PAUL GRIFFITH:

It was reported that Mecosta County means from Potawaname Word. This is also Amish country. It was stated that recreation is a big part of the county, as well as manufacturing. Some of the manufacturing industry includes Ice Mountain, Leprino Foods, Haworth, Big Rapids Products (auto parts), Wolverine Worldwide (shoes), Sackett Potatoes, and Ferris State University (which offers Advanced Manufacturing, Pharmacy, and Optometry programs, to name a few).

Mason, Lake, Osceola and Newaygo counties are approximately 3,500 square miles. Osceola County houses two major companies including Yoplait and Michigan Cottage Cheese, with for million servings delivered per day. There are various camps and retreat centers, including Spring Hill, with 30,000 people on campus per year. Reed City has rails to trails crossroads as well.

Newaygo County is approximately 26,000 square miles. Mobile work locations are available at The Stream for staff made possible by the capital outlay by Hayworth. In Fremont Gerber was purchased by Nestle, and is a 60 acre building. Gerber Life/Nestle Product Development Center/Baby Food makes 50,000 metric tons (110 million pounds of baby food). There is also a newspaper called the Fremont Community Digester.

Lake County is great for tourism. One place to visit during the summer is Jones Ice Cream. Blessing of the Bikes has taken place in this county for the past 42 years as well. Another interesting fact about Lake County is that 47% of the land in the county is tax exempt.
Peacock Industries is only one of the few manufacturers in the county. In terms of recreation, the county has Pere Marquette River Lodge in Baldwin and Rockwell Lake Lodge in Luther.

V. SUMMARY OF FIRST COMMUNITY CONVERSATION PRESENTATION ON PROJECT EVALUATION CRITERIA FROM THE FIRST COMMUNITY CONVERSATION AT THE GOVERNOR’S ECONOMIC SUMMIT

The ten project criteria are as follows:

1. Long-term impact of project
2. Sustainability of project
3. Proportion of the Region potentially impacted by the project
4. Impact on various employment sectors (manufacturing, agriculture, tourism, etc.)
5. Creation of high tech jobs
6. Overall employment creation
7. Use of existing capacity before creating new facilities
8. Builds on Region’s strengths and addresses Region’s challenges
9. Project readiness and feasibility
10. Public and private support for project

VI. PRESENTATION ON PROJECT EVALUATION CRITERIA FROM THE FIRST COMMUNITY CONVERSATION AT THE GOVERNOR’S ECONOMIC SUMMIT

Steering Committee members should bring at least one project to the table. Communication to all members is important to call for projects from the Communications Committee. There may be a need to continually revise project criteria to make sure the projects fit. The group also feels they may want to reduce some of the evaluation criteria.

A motion was made by Erin Kuhn and seconded by Jacob Maas to use the first five evaluation criteria of the 2 page document dated 04/30/14 (listed below). There will be a removal of points from the other proposed criteria and it will be sent out with the request for projects.

- Long-term impact & sustainability of project
- Regional Impact – proportion of the Region potentially impacted by the project
- Provide employment opportunities to people with a variety of skill levels in a variety of employment sectors
- Recognizes Region’s strengths and challenges
- Project promotes and supports public and private partnerships

Motion Carried.
The due date for projects will be May 31st. The new project submission form will also have a due date and the project evaluation will be attached.

VII. COMMITTEE PRESENTATIONS

A. General Session Committee
John Weiss mentioned that the group should look for another big event being held in the Region 4 so we can attach our next general session to get good participation.

B. Public Communications Committee
This committee will be ready to get things out as they are become available. They will make sure we communicate this request for projects to everyone who attended the first community conversation at Fifth Third Ball Park and the Governor’s Economic Summit.

C. Alliance Communications Committee
The meeting for this committee will take place next week. Bill Raymond requested that all emails be sent to him regarding Base Camp. Information for Base Camp signup will be going out to all of the Steering Committee Members soon.

D. Prosperity Plan
Dave Bee reported that the budget is on track. SWOT analysis of all committee members has taken place, with the exception of a few. The plan is completed through item four, which is the organizational criteria. The next step is to set the goals/objectives/actions. Dave also reported that the committee hasn’t met for one month because they are busy doing data collection

VIII. OTHER BUSINESS:
None.

IX. NEXT MEETING DATE/LOCATION

The next meeting will take place on Thursday, May 29, 2014 at 12:00 p.m. The location will be the Harborview Marina. An after reception will follow at John Weiss’ home.

X. ADJOURNMENT

There being no further business, the meeting adjourned at 3:30 p.m.

Respectfully submitted,

Deborah Groeneveld