

AGENDA

NORTHERN NEXUS
(Grand Traverse Region Next Michigan Development Corporation)

Thursday, May 28, 2015 – 1:30 p.m.
Governmental Center, 400 Boardman Avenue
Second Floor – Commission Chambers
Traverse City, MI 49684

1. CALL TO ORDER/ROLL CALL

- a. Approval of February 26, 2015 Minutes.....1

2. PUBLIC COMMENT/INPUT

Any person shall be permitted to address a meeting of the Grand Traverse Next Michigan Development Corporation (NMDC), which is required to be open to the public under the provisions of the Michigan Open Meetings Act, as amended. (MCLA 15.261, et. seq.) Public comment shall be carried out in accordance with the following Rules and Procedures:

- Any person wishing to address the NMDC shall state his or her name and address.
- Persons may address the NMDC on matters, which are relevant to NMDC issues.
- No person shall be allowed to speak more than once on the same matter, excluding time needed to answer NMDC questions. The Chairperson shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes; except as follows:
 - › Chairperson may, at his or her discretion, extend the amount of time any person is allowed to speak.
 - › Whenever a group wishes to address the NMDC, the Chairperson may require that the group designate a spokesperson; the Chairperson shall control the amount of time the spokesperson shall be allowed to speak, which shall not exceed fifteen (15) minutes.

3. REPORTS

- a. Update on Economic Development Strategy3
- b. Promotion of Local Multi-Modal Commerce Businesses4
- c. Supply Chain Innovation Summit5

4. PUBLIC COMMENT/INPUT

Refer to Rules under PUBLIC COMMENT/INPUT above.

5. NOTICES

6. ADJOURNMENT

NORTHERN NEXUS
Grand Traverse Region Next Michigan Development Corporation

February 26, 2015

Easterday called the meeting to order at 1:30 p.m. in the Commission Chambers located in the Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.

MEMBERS PRESENT: Jeanine Easterday, Bob Johnson, Glen Lile and Patrick Pahl

STAFF PRESENT: Marcia Carmoney, Jean Derenzy and John Sych

EXCUSED: Chuck Korn

WELCOME COMMISSIONER JOHNSON

Board Members welcomed new Commissioner Bob Johnson.

2015 MEETING SCHEDULE

Moved by Lile, seconded by Johnson to approve the 2015 Meeting Schedule as presented.

Approved unanimously.

OFFICER ELECTIONS

Moved by Lile, seconded by Pahl to extend Korn's Chair and Easterday's Vice Chair positions through December of this year.

Approved unanimously.

APPROVAL OF MINUTES

Moved by Pahl, seconded by Lile to approve the October 30, 2014 NMDC minutes as presented.

Approved unanimously.

Discussion continued on the approval of minutes in relation to Robert's Rules of Order.

PUBLIC COMMENT/INPUT

None

REPORTS/Receive and File Communications:

Update on Economic Development Strategy

Derenzy and Sych provided an overview of their work to develop an economic development strategy for Grand Traverse County. Meetings with NMC and the Upjohn Institute for Employment Research have taken place to discuss the REMI model, which provides economic data and forecasts for the county along with economic impact analysis for business expansion and new businesses moving into the County. A working draft to summarize the economic conditions in the county is in progress.

Michigan Logistics and Supply Chain Steering Team

Sych reported Northern Nexus is a participant in the state's Logistics and Supply Chain Steering Team. The Team is assisting the state in its implementation of Michigan's Logistics and Supply Chain Strategic Plan.

Update on Next Michigan Development Corporations

Sych reported Governor Snyder recently signed a bill to establish a Next Michigan Development Corporation (NMDC) in the City of Detroit. The Upper Peninsula NMDC, approved in 2013, is in the early stages of its application to the Michigan Economic Development Corporation.

PUBLIC COMMENT/INPUT

None

NOTICES

None

ADJOURNMENT

Meeting adjourned at 2:29 p.m.

Chuck Korn, Chair

NORTHERN NEXUS

SUBJECT: Update on Economic Development Strategy
FROM: John Sych
FOR MEETING DATE: May 28, 2015

We will be providing you with an update on our work to develop an economic development strategy for Grand Traverse County, including the following:

- Community Business Leader Interviews. Megan Olds of Parallel Solutions has been conducting interviews. She will be providing an update on her progress. Ultimately, a summary report of the interviews will be developed.
- Economic Conditions Report. I provided an earlier draft the Economic Conditions Report at your February meeting. I will be providing the most recent version.

Other tools that we will be using include:

- REMI Forecasts. REMI can be used to develop economic forecasts. Initial thoughts for the forecasts include:
 - The impact of an increase in tourism spending in the region
 - Growing and retaining the area's "base economic activities" including manufacturing and specialized services
 - Attracting retirees
 - Attracting young professionals

Forecasts will be determined by studying the Economic Conditions Report and the results of the Community Business Leader Interviews.

- Jobs Multiplier Scenarios. In addition to forecasts, the jobs multiplier tool from the REMI model will be able to help with determining strategic direction.

All of these efforts will lead to developing the strategy, along with other discussions by community and economic leaders. The goal is to base the strategy on preferences of the community while being reflective of the data and forecasts.

NORTHERN NEXUS

SUBJECT: Promotion of Local Multi-Modal Commerce Businesses
FROM: John Sych
FOR MEETING DATE: May 28, 2015

I will be looking to do more journalistic stories on local multi-modal commerce businesses. These articles will show some of the local successes and also to promote the area by the Michigan Economic Development Corporation (MEDC) and other means. I will provide more details at the meeting.

NORTHERN NEXUS

SUBJECT: Supply Chain Innovation Summit
FROM: John Sych
FOR MEETING DATE: May 28, 2015

For Your Information: The Michigan Economic Development Corporation (MEDC) and Prima Civitas will co-host the inaugural Michigan Supply Chain Innovation Summit on August 30-31, 2015, at the Ford Conference and Event Center, Dearborn. The website and online registration are now open at michigansupplychainsummit.com.

The event targets business leaders looking for insights into innovations beyond the horizon of current best practices. Attendees will meet speakers and sponsors and today's innovators--and network with industry peers who are implementing new ideas across the supply chain.

Why a Supply Chain Summit? This inaugural event reflects a new emphasis on the importance and priority of the state's supply chain network. Every company and every job in Michigan is affected by the supply chain, which includes logistics, warehousing, distribution, inventory management, production planning, staff optimization, data integration, and much more. The MEDC is implementing Michigan's Logistics and Supply Chain Strategic Plan with public sector and private sector partners across the state. The Summit will coalesce and showcase some of Michigan's best supply chain leaders, innovators, practitioners, and ideas--all world-class strategic assets in business and economic development.