



**SUPERIOR TRADE ZONE
REGULAR MEETING
January 23, 2017, at 9:30 a.m.**

A meeting of the Superior Trade Zone was held on Monday, January 23, 2017, at 9:30 a.m. at the Rock Lions Club, 14454 M-35, Rock, MI 49880.

PRESENT: City of Escanaba City Manager Jim O'Toole, City of Marquette CFO Gary Simpson, Ford River Township Gary Boudreau, Ishpeming Township Supervisor James Nankervis, Maple Ridge Township Supervisor Judy Trudell, Masonville Township Supervisor Peter Brock, Marquette County Administrator Scott Erbisch, Negaunee Township Supervisor Bill Carlson, Forsyth Township Supervisor Joe Minelli and Richmond Township Bill Leutzo.

ALSO PRESENT: City of Escanaba Executive Assistant Lisa Glish, Delta County Administrator Ryan Bergman, Delta County Economic Development Director Vicki Schwab, and LSCP/Marquette County Economic Development Amy Clickner.

ABSENT: Bark River Township Supervisor Gregg Johnson, Ely Township Supervisor Carl Hosang, Forsyth Township Supervisor Joe Minelli, Nahma Township Supervisor Warren Groleau, Wells Township Supervisor Robert Therrian, Delta County Commissioner Patrick Johnson, Garden Township Supervisor Ray Young, Humboldt Township Supervisor Thomas Prophet, and Chocolay Township John Greenberg.

Scott Erbisch called the meeting to order at 9:36 a.m.

ROLL CALL

Lisa Glish conducted roll call.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited by all in attendance.

APPROVAL/CORRECTION(S) TO MINUTES: September 27, 2016

A motion was made by Jim O'Toole, seconded by Gary Boudreau, to approve the meeting minutes from September 27, 2016 as submitted. Ayes were unanimous.

APPROVAL/ADJUSTMENTS TO THE AGENDA

A motion was made by Jim O'Toole, seconded by Joe Minelli, to approve the meeting agenda for January 23, 2017 as submitted. Ayes were unanimous.

CONFLICT OF INTEREST DECLARATION

None.

UNFINISHED BUSINESS

None.

PUBLIC HEARINGS

None.

NEW BUSINESS

1. Discussion – Organizational Appointments – 2017 Election of Officers.

Scott Erbisch opened the floor for nominations for Chairperson.

Jim O'Toole nominated Scott Erbisch for the position of Chairperson.

No other nominations were made.

A motion was made by Bill Leutzo, and seconded by Joe Minelli to elect Scott Erbisch for the position of Chairperson. Ayes were unanimous.

Jim O'Toole stated he would be willing to serve in the position of Vice-Chairperson until his retirement in July 2017.

No other nominations were made.

A motion was made by Bill Carlson, and seconded by Bill Leutzo to elect Jim O'Toole for the position of Vice-Chairperson. Ayes were unanimous.

Ryan Bergman nominated Patrick Johnson for the position of Secretary.

No other nominations were made.

A motion was made by Ryan Bergman, and seconded by Jim O'Toole to elect Patrick Johnson for the position of Secretary. Ayes were unanimous.

Scott Erbisch nominated Bill Carlson for the position of Deputy Secretary.

No other nominations were made.

A motion was made by Jim O'Toole, and seconded by Bill Leutzo to elect Bill Carlson for the position of Deputy Secretary. Ayes were unanimous.

2. Approval – 2017 Calendar Year Budget.

Scott Erbisch presented the 2017 Calendar Year Operating Budget to the Committee.

A motion was made by Ryan Bergman, and seconded by Bill Carlson to approve the 2017 Calendar Year Budget for the Superior Trade Zone. Ayes were unanimous.

3. Discussion – Defense Manufacturing Assistance Program (DMAP) – Delta County Economic Development Alliance.

Scott Erbisch welcomed Vicki Schwab to the meeting. Jim O'Toole then introduced Vicki Schwab as the Director of the Delta County Economic Development Alliance. He went on to state that Vicki has been working with DMAP from the University of Michigan, and was at the meeting to update everyone on the status of the program.

Vicki Schwab explained that DMAP is a tri-state program administered by the University of Michigan (U of M) in partnership with Purdue University and Ohio State University. DMAP helps communities and businesses that have been affected by the drawdown in defense spending to enhance local economies, maintain jobs, diversify, and innovate. Most importantly, DMAP's goal is to ensure

that the defense supply chain remains ready to handle matters of national security. She then explained that DMAP is funded by the Department of Defense's Office of Economic Adjustment, under the Defense Industry Adjustment Program; Office of Economic Adjustment and Michigan Economic Development Corporation (MEDC). She then stated that a Memo of Understanding has been signed with the Delta County EDA for priority projects that impact the economy. The priority project concept that the Delta County EDA submitted was to help with Strategic Planning for the Superior Trade Zone. Vicki then explained that the DMAP Process is based on a trusted and proven model implemented by the Great Lakes Trade Adjustment Program that has assisted trade-impacted businesses for over 30 years.

Vicki Schwab then went onto explain the next steps that need to be taken for this project, and she listed them as follows:

- a. The DMAP team will facilitate a two-hour focus group activity that could take place at the next Superior Trade Zone meeting to talk about where the money could go. DMAP suggests that the focus group be contrived of Superior Trade Zone Board members, members, community stakeholders and businesses. The outcome of this focus group session will be a Draft Scope of Work.
- b. DMAP coordinates an RFP process where a Consultant is selected, based on the STZ approval. Vicki explained that there are no constraints and if the STZ has input on consultants they'd like to include them. She stated that DMAP has a database of consultants and referrals from sources including MI Association of Planners, MML and others. The DMAP does not have any preferred consultants and the STZ is open to choose.
- c. DMAP awards the contract to bidder that the STZ selects.
- d. Once the Consultant is identified a three-year contract is signed between the Consultant, DMAP and the Delta County EDA.
- e. The Consultant is then required to do benchmark reporting to ensure that the work is done and the STZ approves of it. They will also conduct a final presentation of the project results and plan of implementation.

Vicki then went onto explain that The STZ is eligible for a grant for up to \$50,000 per project, where no match is required. At most DMAP prefers a nine-month engagement, and if the money isn't all spent, the STZ can recommend another phase or engagement. She stated that DMAP would like to get started sooner rather than later on this project. She then stated that the funds stay at DMAP and they pay the consultant directly once invoices are received from the STZ.

Vicki went onto mention that in addition to the Delta County EDA, DMAP is currently engaging with Jeff Lehman and Ian Repp from the Michigan Technological University and Jeff Ratcliffe at the Keweenaw Economic Development Alliance (KEDA). All three engagements began in January 2017. She then stated that DMAP is in phase two of our program grant and they are excited that they could expand and serve these Upper Peninsula communities. Additionally, they are currently engaged with Muskegon County and Ypsilanti Township in the Lower Peninsula as well.

Jim O'Toole suggested having DMAP do their two-hour presentation on Tuesday, February 21, 2017 from 9:00 a.m. – 11:00 a.m. at the Rock Lions Club, and extend invitations to the manufacturers in Delta and Marquette Counties to also attend.

Vicki Schwab advised the STZ Members to prepare ideas and suggestions for what the STZ should take part in, and bring them to this presentation on February 21st. She suggested topics such as infrastructure, transportation, logistics, improvements that are needed, and barriers of development.

Jim O'Toole went onto list the types of projects that DMAP funds: Succession Planning, Lean Manufacturing and Mentoring, Website Design, Compliance and Certification, Marketing Research, Business Valuations, Sales and Lead Generation, Software Implementation, Strategic Direction, Cost

Accounting, Forecasting and Tax Planning, Product Development, and Marketing and Trade Show Preparation.

4. Update – Webpage Creation, Marketing and Branding Strategy.

Jim O'Toole updated everyone that the website development has been moving forward, and that Lisa Glish has been working with the website development company.

Lisa Glish then stated that a smaller website focused meeting was held a few months before where details were laid out for items that should be included on the new website. She then explained that she took those items and created an action list that has been submitted to the website development company. Lisa then stated that the website developer said that they would not have their part in the development phase done for six to eight weeks (which was about two weeks prior to the January 23rd meeting). She went on to state that she developed a webpage through the Escanaba.org website that is an action list that has all documents linked, individual location websites/Facebook pages linked, and other information that will be included in the finished website. She asked everyone to review that webpage and verify that all links and information for the individual locations is correct. Lisa then gave the webpage address and password.

Webpage Address: www.escanaba.org/STZwebsite
Webpage Password: STZ123

Jim O'Toole asked everyone that had a Zoning Ordinances for Development Standards of Property, to send that to Lisa as well so it can be added to the website. Scott Erbisch also stated that those can be sent to Jim O'Toole or himself, and they will make sure they get forwarded to her.

A short discussion took place to update Township Supervisor names. Lisa Glish will obtain an updated list from the Marquette County Clerk's Office to verify all names are updated properly for the website, and all STZ paperwork.

5. Update – Existing Renaissance Zones within the Next Michigan Superior Zone Boundaries.

Ryan Bergman stated that a survey is being completed for a piece of land in Delta County for the possibility of a future Renaissance Zone. He stated that the location of this property is currently confidential. Scott Erbisch added that Marquette County has also been working on plans for a possible Renaissance Zone that are also confidential at this time.

MEMBER ANNOUNCEMENTS AND UPDATES

Bill Carlson stated that Negaunee Township has not had any confirmation of a WE Energies project to date. He went on to state that Negaunee Township has conducted the testing on their water system already. He then stated that they would possibly use assistance when extending network cables. Scott Erbisch suggested that Bill work with Gary Johnson to contact PFN (Peninsula Fiber Network) on this project.

GENERAL PUBLIC COMMENT

James Nankervis stated that Marquette County is working to get a bus set for township people looking to attend the FDA Conference in Lower Michigan April 9th-13th. Scott Erbisch asked that information be sent to Jim O'Toole about this conference so Jim can send it to the members of the Delta County Joint Governmental Group.

AUTHORITY/STAFF COMMENT AND ANNOUNCEMENTS

Jim O'Toole asked everyone to keep promoting projects to community members within the Superior Trade Zone.

Scott Erbisch stated that the Superior Trade Zone is potentially looking to get some assistance with minute taking and organization in general.

ADJOURNMENT

Scott Erbisch adjourned the meeting at 10:11 a.m.

Scott Erbisch, Chairperson
Marquette County Administrator

Jim O'Toole, Vice-Chairperson
City of Escanaba City Manager