

**SUPERIOR TRADE ZONE
REGULAR MEETING
May 17, 2016**

A meeting of the Superior Trade Zone was held on Tuesday, May 17, 2016, at 8:30 a.m. at the Maple Ridge Township Hall, 3892 West Maple Ridge 37th Road, Rock, MI 49880.

PRESENT: City of Escanaba City Manager Jim O'Toole, City of Marquette Commissioner Sarah Reynolds, Ford River Township Gary Boudreau, Garden Township Supervisor Ray Young, Humboldt Township Supervisor Thomas Prophet, Ishpeming Township Supervisor James Nankervis, Maple Ridge Township Supervisor Judy Trudell, Masonville Township Supervisor Peter Brock, Marquette County Administrator Scott Erbsch, Negaunee Township Supervisor Bill Carlson, and Richmond Township Bill Luetzo.

ALSO PRESENT: City of Escanaba Executive Assistant Buffy L. Smith, CUPPAD Executive Director Joel Schultz, Delta County Administrator Ryan Bergman, and City of Marquette CFO Gary Simpson.

ABSENT: Bark River Township Supervisor Gregg Johnson, Chocolay Township John Greenberg, City of Gladstone City Manager Darla Falcon, Delta County Commissioner Patrick Johnson, Ely Township Supervisor Carl Hosang, Forsyth Township Supervisor Joe Minelli, Nahma Township Supervisor Warren Groleau, and Wells Township Supervisor Robert Therrian.

Scott Erbsch called the meeting to order at 8:30 a.m.

ROLL CALL

Buffy L. Smith conducted roll call.

APPROVAL/CORRECTION(S) TO MINUTES: April 19, 2016

A motion was made by James Nankervis, seconded by Sarah Reynolds, to approve the meeting minutes as submitted with one (1) amendment to the submitted website RFP bids cost summary of services sheet; yearly cost listed for Revize should be \$1,900 instead of \$1,800 as stated. Ayes were unanimous.

APPROVAL/ADJUSTMENTS TO THE AGENDA

A motion was made by Bill Carlson, seconded by Bill Luetzo, to approve the May 17, 2016 agenda as submitted. Ayes were unanimous.

CONFLICT OF INTEREST DECLARATION

None.

UNFINISHED BUSINESS

1. Follow – Up Discussion – Marketing and Branding Strategy.

Scott Erbsch stated he contacted the Revize group to notify them they were selected to be the Superior Trade Zone (STZ) website developer. He said an agreement is currently being worked on. The agreement is for five (5) years with a condition of approving to pay \$1900 per year for the five (5) years. Mr. Erbsch stated the funds are available for two (2) years and agrees to provide two (2) years payment with the ability to approve each consecutive year after that assuming funding is available. Lastly, he said Revize agrees in the fifth (5th) year to give a complete re-do on the website.

Scott Erbsch stated sub-committee members need to be put in place to help with marketing before a lot of work can be put into the website design and creation.

2. Discussion – Creation of Sub-Committees.

Jim O'Toole stated the MEDC will be providing a marketing training seminar in June on marketing branding, strategy, and development, which would be a great benefit for the Superior Trade Zone and the local units of government.

Jim O'Toole stated the benefits of establishing various sub-committees for specific tasks that may come before the full membership of the Board from time to time will be established. The first sub-committee for discussion is Marketing and Branding.

Jim O'Toole stated Vicki Schwab volunteered to be a part of this sub-committee at the last meeting.

Scott Erbisch stated Amy Clickner volunteered at the last meeting to be part of the sub-committee and suggested three (3) STZ committee members minimum be part as well.

Jim O'Toole, Sarah Reynolds, and Scott Erbisch volunteered to be part of the Marketing and Branding Sub-Committee. Jim O'Toole stated this sub-committee will focus on marketing the Superior Trade Zone, logo design, catch phrase, highlighting key areas in the two (2) counties, etc. and create awareness of the Superior Trade Zone.

Scott Erbisch stated that any STZ members can participate at any given time if they would like to do so. He encourages additional participation.

Peter Brock stated he is an Assessor and can attend the meetings if his work schedule allows.

Jim O'Toole stated the group will ultimately have, as part of the STZ, a Master Plan that will not conflict with other local unit of government Master Plans.

Scott Erbisch stated a motion accepting the nominations for the Marketing and Branding Sub-Committee members to include Vick Schwab, Amy Clickner, Sarah Reynolds, Scott Erbisch, and Jim O'Toole, with Peter Brock as an alternate.

A motion was made by James Nankervis, seconded by Bill Carlson, to approve the Marketing and Branding Sub-Committee members of Vick Schwab, Amy Clickner, Sarah Reynolds, Scott Erbisch, Jim O'Toole, and with Peter Brock as an alternate. Ayes were unanimous.

Jim O'Toole stated sub-committee members for the Marketing and Branding Sub-Committees have been chosen and the other two (2) sub-committees, the Infrastructure Sub-Committee and the Financial Incentive Sub-Committee, are up for discussion on volunteers. He stated engineering assistance will be needed for the Infrastructure Sub-Committee and will volunteer the City of Escanaba Engineer for engineering and support services.

Ryan Bergman nominated Patrick Johnson.

Scott Erbisch volunteered for the Infrastructure Sub-Committee and stated Vicki Schwab volunteered to be a part of this sub-committee at the previous meeting.

Joel Schultz volunteered CUPPAD Transportation Planner Peter Van Steen, who is an MDOT specialist.

James Nankervis volunteered. He stated he has a degree in engineering.

Scott Erbisch stated conference calls can be held instead of conducting meetings if needed.

Scott Erbisch stated members will consist of Patrick Johnson, Vicki Schwab, Peter Van Steen, Scott Erbisch, James Nankervis, and City of Escanaba Engineer, Bill Farrell, for services and support.

A motion was made by Sarah Reynolds, seconded by Jim O’Toole, to approve the Infrastructure Sub-Committee members of Vicki Schwab, Bill Farrell, Patrick Johnson, Scott Erbisch, Peter Van Steen, and James Nankervis. Ayes were unanimous.

Jim O’Toole stated nominations for the Financial Incentive Sub-Committee is up for discussion. This includes the programs available to assist with economic development. He would like an Assessor to be part of this group. He volunteers the new City of Escanaba Assessor once hired.

Scott Erbisch stated Amy Clickner volunteered for this group previously at the last meeting.

Peter Brock volunteered to be part of this sub-committee.

Ryan Bergman volunteered for this group.

Joel Schultz recommended CUPPAD Community Planner Anne Milne to be part of this group.

Scott Erbisch stated a motion is needed for the recommendation of sub-committee members being the City of Escanaba Assessor, Amy Clickner, Peter Brock, Ryan Bergman, and Anne Milne.

A motion was made by Bill Luetzo, seconded by James Nankervis, to approve the Financial Incentive Sub-Committee members of Amy Clickner, Peter Brock, Ryan Bergman, Anne Milne, and the new City of Escanaba Assessor. Ayes were unanimous.

3. Follow – Up Discussion – Existing Renaissance Zones within the Next Michigan Superior Trade Zone Boundaries.

Scott Erbisch stated a follow up in regards to the future of the regions’ expired and expiring Renaissance Zones and the possibility of having them transitioned into Next Michigan Superior Trade Zones. He stated he has been in contact with Andrea Robach, the STZ’s connection with the Next Michigan Development.

Scott Erbisch stated the way the Next Michigan Development program works is they approve a total of twenty-five (25) Renaissance Zones for the entire state for those that have Next Michigan Development areas. Currently there are six (6) zones, with the possibility of one (1) more. Each specific zone can be up to 200 acres. When Scott Erbisch met with Andrea Robach, she mentioned no one in the state has an approved Renaissance Zone and there aren’t any in the works. With that being said, this creates opportunities.

Scott Erbisch questioned Andrea Robach on the possibility of the MEDC allowing an extension of the Delta County Renaissance Zone, which will be expiring within a year or so. Andrea Robach will have to look into this further.

Scott Erbisch stated in discussion with Andrea Robach the potential of Sawyer was mentioned again. He asked her if it had to be project specific. She will have to research this further.

Ryan Bergman suggested a protection be included so current businesses don’t qualify for the incentives.

Jim O’Toole suggested incentives being based on the number of jobs created and how much money is being invested.

Scott Erbisch stated all the details have to be finalized.

Ryan Bergman suggested to think along the terms of what other incentives will be created in five (5) years. Incentives should be matched up so there isn’t competition with each other. He believes everyone should agree on a standard incentive.

Scott Erbisich stated learning more on the incentives available and creating a couple of Renaissance Zones, will allow a potential project to move quicker.

Joel Schultz suggested pre-approval of a specific area to be considered Renaissance Zones. This area can be activated when a project comes along, this area can be used as a selling point, and it will save time.

Scott Erbisich asked members to think of possible areas with power, etc. that would be a good fit. He suggested a conference call with Joel Schultz, Ryan Bergman, Jim O'Toole, Scott Erbisich, and Andrea Robach to include negotiations of the Renaissance Zones.

Scott Erbisich stated getting something in the hopper ready to roll is a great idea.

Bill Carlson suggested Anne Giroux participate with the Renaissance Zones. He also feels she would be a good member of the Financial Incentive Sub-Committee with her background and experience.

NEW BUSINESS

1. Discussion – Speed Limits – Highway US 2 and Highway M-28.

Jim O'Toole stated he received an email from Jeff Ratcliff, the Executive Director for Keweenaw Economic Development Alliance, regarding the speed limit bills that have been released. Jeff Ratcliff stated the only Inter-state, I75 between St. Ignace and Sault Ste. Marie, bridges long distances and adds a barrier to the economy that needs to be addressed. Jeff Ratcliff said the added passing lanes certainly help, but the limited speed still has a negative impact. He stated the process for this change has become complicated and he is looking for a resolution of support on two (2) lane highways in the Upper Peninsula to increase the speed limit to 65 miles per hour.

Joel Schultz stated the roads are built to handle the increased speed. He feels it is a matter of preference on what the speed limit in these areas should be.

Scott Erbisich stated he would like an increase in the speed limit.

Sarah Reynolds stated she recently spoke to Representative Kivela and he stated a study was conducted on safety by the Michigan State police about two (2) year ago. Based on this information during their discussion, she would support the change to increase the speed limit.

Jim O'Toole volunteered to draft a letter of support for the increase in speed limit to 65 miles per hour in the mentioned areas on I75 between St. Ignace and Sault Ste. Marie.

A motion was made by Sarah Reynolds, seconded by Bill Luetzo, to have Mr. O'Toole draft a letter of support for the increase in speed limit to 65 miles per hour on I75 between St. Ignace and Sault Ste. Marie as long as the road conditions warrant the increased speed limit. Ayes were unanimous.

MEMBER ANNOUNCEMENTS AND UPDATES

Scott Erbisich questioned each Board Member on their participation in any other committees to see if any members from those committees would benefit in attending the Superior Trade Zone meetings. Scott Erbisich encouraged invitations to anyone from those committees who may add value in attending the STZ meetings.

Gary Simpson stated he would like to eventually find a re-use for the current hospital for in about three (3) years.

Sarah Reynolds said she will check into some possible Brownfield areas that could be used for Renaissance Zones.

Jim O'Toole stated he would like a representative from Northwoods Rail to attend the STZ meeting in June or to participate by conference call if attendance isn't possible.

Joel Schultz will be check into the possibility of a representative participating in the next meeting.

GENERAL PUBLIC COMMENT

None.

AUTHORITY/STAFF COMMENT AND ANNOUNCEMENTS

Jim O'Toole stated the next STZ meeting is scheduled for June 21st at 9:30 a.m. in Rock at the Maple Ridge Hall Township.

Scott Erbisch stated a dark stores update. He said there is interest by the Senate and the next step is to get it passed onto the floor in the House.

Jim O'Toole stated an update in regards to Marcus Abood for Tribunal. In opposing the appointment, a Senate confirmation hearing was conducted and the Senate was short by one (1) vote.

Scott Erbisch stated the key people involved on the sub-committee for this became aware of the realities and issues.

Scott Erbisch stated if the Governor's office supported the bill it would have a positive impact. He suggested sending letters of support to the Governor's office asking if they would publically support the legislation, which would hopefully have a great influence on a lot of the Republicans. He also suggested Speaker of the House Cotter to support the idea and to put it on the floor for vote. The support letter would emphasize this is not an Upper Peninsula issue, but a statewide issue.

Jim O'Toole added the City attorneys in Lansing are working on the issues.

ADJOURNMENT

A motion was made by Sarah Reynolds, seconded by Bill Luetzo, to adjourn the meeting. The meeting adjourned at 9:31 a.m. Ayes were unanimous.

Scott Erbisch, Chairperson
Marquette County Administrator

Patrick Johnson, Secretary
Delta County Commissioner