

1. 8:00 A.M. Packet

Documents:

[JANUARY PACKET.PDF](#)

**AGENDA**

**GRAND TRAVERSE ECONOMIC DEVELOPMENT CORPORATION**

**THURSDAY, JANUARY 10, 2019 – 8:00 a.m.**

Governmental Center, 2<sup>nd</sup> Floor Commission Chambers

400 Boardman, Traverse City, MI 49684

General Meeting Policies:

- ❖ Please turn off all cell phones or switch them to silent mode.
- ❖ Any person may make a video, audio or other record of this meeting. Standing equipment, cords, or portable microphones must be located so as not to block audience view.

If you need auxiliary aid assistance, contact 231-922-4760.

**1. CALL TO ORDER:**

**2. PLEDGE OF ALLEGIANCE**

**3. PUBLIC COMMENT/INPUT**

Any person shall be permitted to address a meeting of the Economic Development Corporation, 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 County Board Rules and Procedures:

- Any person wishing to address the Corporation Board shall state his or her name and address.
- Persons may address the Corporation Board on matters, which are relevant to county government issues.
- No person shall be allowed to speak more than once on the same matter, excluding time *needed* to answer Corporation Board 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 Authority, 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.

**4. APPROVAL OF AGENDA**

**5. ORDER OF BUSINESS:**

- a. Approval of minutes from November 8, 2018 ..... 2

**6. REPORTS/ACTION ITEMS:**

- a. Rural Broadband ReConnect ..... 3
- b. EDO Update (Jessica)
- c. Strategic Plan (Warren)

**7. OTHER BUSINESS:**

**8. OLD BUSINESS:**

- a. 20 Fathoms Sponsorship ..... 4

**9. SECOND PUBLIC COMMENT (Refer to Rules under Public Comment/Input above.)**

**10. NOTICES**

**11. ADJOURNMENT**

**GRAND TRAVERSE COUNTY  
ECONOMIC DEVELOPMENT CORPORATION  
November 8, 2018**

**CALL TO ORDER**

Chairman Call called the meeting to order at 8:03 a.m. in the Commission Chambers located on the second floor of the Governmental Center and led the pledge of allegiance.

**MEMBERS PRESENT**

Gerald Chefalo, Warren Call, Kevin Klein, Nate Alger, Jessica Sullivan, Christian Smith, Cheryl Gore Follette, Marty Colburn

**PUBLIC COMMENT** None.

**APPROVAL OF MINUTES:**

MOVED by Klein, seconded by Alger to approved the minutes of 10-11-2018 as distributed. APPROVED UNANIMOUSLY.

**REPORTS / ACTION ITEMS**

One page promotional flyer to be distributed at the Business Expo was presented by Smith. Discussion included all recommendations for changes which will be completed and mailed back to board members for final approval. Must go to print in time to complete by Monday for Tuesday's expo.

Sullivan indicated that the RFP was distributed jointly from EDC and Traverse Connect to four firms. Responses are due back November 27<sup>th</sup> and the committee will meet and bring a recommendation back to the meeting the 1<sup>st</sup> week in December. EDC will hire or contract with the recommended firm, the committee is advisory. Traverse Connect has committed \$5000.

**OTHER BUSINESS**

Klein provided an update on the tree ordinance. City Planning had a public open house to hear comments and they are in the progress of reviewing the ordinance. Hopefully, it does not become an economic obstacle. The ordinance may be extended out to townships by the group initiating it to city.

Northern Nexus met and is interested in funding the EDO. Alger would like to schedule another meeting with Northern Nexus and extending to other counties.

Christian updated the board regarding the marketing group. They have a long list of marketing items that can be done to be proactive. Fuse is ready when we are ready to move forward.

Colburn updated the board regarding the dams and Brownfield activity regarding the property at 141 West Front.

Klein recently met with United Airlines who is pleased with the market. Denver flight will be coming back along with some other weekend flights added.

**OLD BUSINESS** None.

**PUBLIC COMMENT** None.

**ADJOURNMENT** Meeting was adjourned at 8:54 a.m..

## RURAL BROADBAND OPPORTUNITY

The US Dept of Agriculture is seeking applications for \$600 million in financial assistance (grants and loans) to build out local broadband infrastructure in rural areas. Focus is on communities with fewer than 20,000 residents with no broadband today or with less than 10 mbps download, 1 mbps upload; and agriculture, health, education and e-commerce facilities. Deadlines to apply start in April 2019.

It is worth discussing whether Grand Traverse Economic Development Corporation might spark regional dialogue/ collaboration among potentially interested private and public parties, to pursue these funds. This might include the Chamber, TC L&P, townships, counties adjacent to Grand Traverse, ISPs and the GT Band of Ottawa and Chippewa Indians. The Leelaneau Economic Foundation expressed interest.

Traverse City resident, and former State Senator, Jason Allen is Director of the US Dept of Agriculture-Rural Development for the State of Michigan.

Here is a link to background information. <https://www.usda.gov/media/press-releases/2018/12/13/usda-launches-new-program-create-high-speed-internet-e-connectivity>

[Insert date], 2019

Grand Traverse Economic Development Corporation

400 Boardman Ave  
Traverse City, MI 49686

Dear [                    ],

This letter serves as 20Fathoms' agreement with the Grand Traverse County Economic Development Corporation ("GTEDC"), whereby 20Fathoms' has agreed to assist GTEDC in its mission to strengthen and revitalize economic development in Grand Traverse County and associated region, ("Grand Traverse") by providing the following services:

1. In order to assist GTEDC in carrying out its mission of improving economic development in Grand Traverse, GTEDC, its Board members and designees, shall have access to the 20Fathoms Technology Hub & Business Incubator, which shall include access to relevant events and schedulable conferences rooms within 20Fathoms, when relevant, and shall include all of the rights and privileges that accompany **Contributor level access**, as provided in the attached Exhibits which are incorporated herein by reference.
  
2. Representatives of GTEDC and of 20Fathoms shall develop, within 60 days of the date of execution of this Agreement, an engagement plan providing for specific use of the services described in above paragraph 1 of this Agreement. This engagement plan shall include, but not be limited to the following:
  1. ways and means for employees and representatives of the public sector entities that participate as members of GTEDC to improve their skills in innovation and leadership by participating in 20Fathoms

sponsored activities;

2. joint marketing, including logo placement on, and linking their, respective websites;
3. Periodic Reports ( no less frequent than quarterly) by 20Fathoms on its progress to improve economic development in Grand Traverse, and implementation of the aforementioned engagement plan.

3. In return for the aforementioned services, GTEDC shall pay 20Fathoms \$3,000 per year, beginning [            ], 2019. 20Fathoms shall invoice GTEDC on a quarterly basis in 25 percent incremental amounts.

4. The initial term of this agreement shall be 12 months, and this agreement will be renewed for subsequent 12- month periods unless either party shall serve 60 days written notice to terminate the agreement.

We look forward to partnering with GTEDC to accelerate economic development in the Grand Traverse region.

Sincerely,

Andy Cole  
Executive Director for 20Fathoms

Agreed: Date:

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For GTEDC