



**I-69 Thumb Region - Regional Prosperity Initiative
Steering Committee Meeting
Lapeer County Health Department
1800 Imlay City Road, Lapeer, Michigan 48446
Wednesday, April 12, 2017
10:30 a.m.**

AGENDA

- I. Introductions
- II. MTA I-69 Thumb Region Transit Study Update
 - a. Work Trip Flow Map
- III. City of Vassar, Recast City Update
- IV. Marketing Plan Update
- V. Tourism Update
 - a. Ecotourism Attractors
 - b. Ecotourism Micro-Grants due April 17th at 5:00 p.m.
 - c. Ecotourism Symposium May 4th
- VI. Education Action Team Update
 - a. Grants due April 21st at 5:00 p.m.
- VII. Next Meeting
 - a. Wednesday, June 14, 2017

SUMMARY OF I-69 THUMB REGION - REGIONAL PROSPERITY STEERING COMMITTEE MEETING

The I-69 Thumb Region Regional Prosperity Steering Committee met at 10:30 a.m. on Wednesday, April 12, 2017 at the Lapeer County Health Department.

Present: Chairperson Lucas, Brian Chapman, Dan Casey, Eric Andreychuk, Janie Stewart, Jody Kerbyson, Joseph McCulloch, Mary Ann Ketels, Paula Nas, Rachel Verschaeve, Sidney Grinnell, Tom Young, Anna Pinter, and Debby Compton.

Chairperson Lucas called the meeting to order at 10:35 a.m.

- I. Introductions
Committee members introduced themselves.
- II. MTA I-69 Thumb Region Transit Study Update
 - a. Work Trip Flow Map
Mary Ann Ketels, Mass Transportation Authority (MTA) presented a Work Trip Flow Map to the Committee. The map displayed the number of employees traveling from one county to another between the seven (7) counties. MTA is looking to become a regional hub within Region 6 to provide highway transportation to smaller transits to move employees around. There was discussion about a discrepancy in Huron County's numbers. Ms. Ketels stated that she would speak with the consultant about getting an updated map to include Macomb, Oakland and Livingston Counties.
- III. City of Vassar, Recast City Update
Brian Chapman, City of Vassar thanked the Committee for funding the Recast City project. Mr. Chapman stated that Recast City provided a one-day training on the benefits of small-scale manufacturing for local main streets and target areas. Recast City also spent one day in the City of Vassar to share information about local opportunities and challenges, and to provide the community with an initial set of steps to bring more small-scale manufacturing businesses downtown. Mr. Chapman described how the community has partnered with the school district and how businesses downtown that have downsized are partnering with new businesses and sharing their extra space with them. The city is tied to Facebook, they have 2,600 people in the city and 4,000 followers. The city is working on becoming Redevelopment Ready in a couple of years.

- IV. Marketing Plan Update
Anna Pinter advised that we are using up funding from 2016. With this funding we plan to update the website. Flint & Genesee Chamber of Commerce will put a quarterly e-newsletter out. It will talk about what we are doing, things of interest, and projects we are working on.
- V. Tourism Update
- a. Ecotourism Attractors
Anna Pinter stated that we are working on a directory for Ecotourism similar to the Agritourism directory we have on the I-69 Thumb Region website. We will get something out to this committee in the next few months to get feedback.
- b. Ecotourism Micro-Grants due April 17th at 5:00 p.m.
Anna Pinter advised that we have ten (10) five hundred dollar (\$500) Micro-Grants available to help promote and plan ecotourism sites and events in the region. The application consists of two (2) pages and is due by Monday, April 17, 2017 at 5:00 p.m.
- c. Ecotourism Symposium May 4th
Anna Pinter stated that the Ecotourism Symposium is Thursday, May 4th between 8:30 a.m. and 3:00 p.m. at the Chatfield School in Lapeer. Participants will hear from energetic speakers and learn about ways to promote and develop ecotourism sites and events that will attract visitors to their communities. The symposium includes a light breakfast and lunch and costs \$20.00. The day will be finished off with an optional guided paddle on Farmers Creek.
- VI. Education Action Team Update
- a. Grants due April 21st at 5:00 p.m.
Anna Pinter stated that the Education Action Team met a month ago and decided on a grant program project. Eligible applicants are educational institutions and agencies involved in workforce development. Applicants apply for grant funds from \$1,000 to \$2,500. Some examples of projects are summer camps, equipment purchase, certifications, etc. Applications are due by April 21, 2017 and the awards will be announced early to mid-May.
- VII. Next Meeting
- a. Wednesday, June 14, 2017
Chairperson Lucas noted that the next meeting will be held on Wednesday, June 14, 2017.

Chairperson Lucas adjourned the meeting at 11:25 a.m.

Respectfully Submitted,
Debby Compton, Secretary
GLS Region V