



**I-69 Thumb Region - Regional Prosperity Initiative  
Steering Committee Meeting  
Lapeer County Health Department  
1800 Imlay City Road, Lapeer, Michigan 48446  
Wednesday, October 11, 2017  
10:30 a.m.**

**AGENDA**

- I. Introductions
- II. First Impressions Tourism Program Update – Andy Northrop, MSUE
- III. Business Portal Update – Paula Nas, UM-Flint EDA Center
- IV. I-69 Thumb Region Marketing Update – Katie Curnow, Flint and Genesee Chamber of Commerce
- V. Mini Housing Target Market Analysis (TMA) Report – David Allen, MSHDA
- VI. Election of Officers
- VII. 2018 Meeting Dates
- VIII. Next Meeting
  - a. Wednesday, December 13, 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, October 11, 2017 at the Lapeer County Health Department.

**Present:** Chairperson Patricia Lucas, Derek Bradshaw, Andrew Northrop, Brent Jones, Carl Osentoski, Clark Brock, Colleen O'Toole, Eric Andreychuk, Gene Pierce, Janice Karcher, Jody Kerbyson, Mary Ann Ketels, Paula Nas, Rachel Verschaeve, Thomas Crampton, Tom Young, Wen Hemingway, Katie Curnow, David Merot, Dylan Hellus, David Allen, Anne Armstrong Cusack, and Debby Compton.

Chairperson Lucas called the meeting to order at 10:33 a.m.

- I. Introductions  
Everyone introduced themselves.
- II. First Impressions Tourism (FIT) Program Update – Andy Northrop, MSUE  
Mr. Andy Northrop presented a PowerPoint to the committee. Accepting applications for the FIT Program for FY 2018. Contact Mr. Northrop for further information. Discussion ensued.
- III. Business Portal Update – Paula Nas, UM-Flint EDA Center  
Ms. Paula Nas introduced Mr. David Merot, UM-Flint EDA Center to the committee. Ms. Nas and Mr. Merot presented a PowerPoint. The Business Portal will help entrepreneurs and business owners navigate the support services and technical assistance available in the Region. It is scheduled to launch in May 2018. Discussion ensued.
- IV. I-69 Thumb Region Marketing Update – Katie Curnow, Flint and Genesee Chamber of Commerce  
Ms. Katie Curnow distributed handouts to the committee and discussed what's new and upcoming to the I-69 Thumb Region Steering Committee website. Discussion ensued.
- V. Mini Housing Target Market Analysis (TMA) Report – David Allen, MSHDA  
Mr. David Allen presented a PowerPoint to the committee. Discussed how the Target Market Analysis (TMA) is done and what a TMA is. Discussion ensued.
- VI. Election of Officers  
Mr. Derek Bradshaw stated that anyone that was interested was advised to reach out. The current chair, Patricia Lucas and vice-chair, John Hoffman both advised they are willing and able to continue on in these roles.

**Motion: Action:** Approve, **Moved by** Wen Hemingway, **Supported by** Tom Young, to approve the re-electing of current Chairperson, Patricia Lucas and Vice-Chairperson John Hoffman for another two year term.

Motion passed unanimously.

VII. 2018 Meeting Dates

**Motion: Action:** Approve, **Moved by** Janice Karcher, **Supported by** Clark Brock, to approve the 2018 meeting dates as presented.

Motion passed unanimously.

VIII. Next Meeting

a. Wednesday, December 13, 2017

Mr. Derek Bradshaw advised the committee to tentatively add Wednesday, November 8, 2017 to their calendar for an I-69 Thumb Region Steering Committee meeting to discuss the Regional Prosperity Initiative application.

IX. Announcements

Mr. Derek Bradshaw thanked Anne Armstrong for attending the meeting.

Ms. Anne Armstrong-Cusak, office of Governor Snyder, advised the committee that the governor still believes in the Initiative and the future of Michigan. One more year of funding for the Regional Prosperity Initiative. Discussion ensued.

Ms. Paula Nas reminded everyone to register for the October 24, 2017, Aspire to Transform 1<sup>st</sup> Annual Conference. The conference is free, just have to register. Breakfast and lunch will be served. Discussion ensued.

Chairperson Lucas adjourned the meeting at 12:01 p.m.

Respectfully Submitted,  
Debby Compton, Secretary  
GLS Region V