

Greater Ann Arbor Region

Management Team Call Summary

Wednesday, September 21, 2016 | 2:00–4:00 PM
Conference Call

PRESENT ON THE CALL

Phil Santer, Ann Arbor SPARK
Conan Smith, Metro Matters
Sue Smith, Hillsdale Economic Development Partnership
Tim Lake, Monroe County Business Development Corporation
Steve Duke, Region 2 Planning Commission
Ken Hinton, Livingston County Administrator
Rachel Kuntzsch, Kuntzsch Solutions
Kristin Hofman, Kuntzsch Solutions
Annelise Huber, Public Sector Consultants (PSC)

MANAGEMENT TEAM UPDATES

Kuntzsch began the call with introductions of everyone on the phone and explained the roles of PSC and Kuntzsch Solutions in the transition from Shanna Draheim's management and in the addition of Kuntzsch Solutions to PSC.

Bill Sleight from Michigan Works! Southeast expressed interest in joining the Region 9 Management Team. The team discussed this change and agreed to invite Sleight to join the Management Team.

BUDGET REVISION

Kuntzsch discussed the revised budget and the changes in buckets under which money is allocated. These changes reflect the approved changes in scope and the shift toward a heavier marketing focus, as well as more funds directed toward challenge grants. The Management Team approved the budget changes. Steve Duke indicated he will send these changes to the State of Michigan.

CHALLENGE GRANTS

The Management Team discussed the Livingston ESA proposal for continuation of MI Bright Future. This was a follow up to the discussion held at the August 17 meeting during which the Management Team asked that Livingston revise their proposal to clarify the budget and their work relative to WIN's technical grant request for MI Bright Futures. Livingston provided a new proposal, which clarified the budget request and included a focus in Livingston County rather than a geographic expansion. The revised proposal also clarified Livingston's work relative to WIN. The Management Team discussed the sustainability of MI Bright Future in Livingston outside of the grant funds given the grant will support 30% of the staff member's time as well as other expenses. There was also concern about the level of match (23%) relative to other approved challenge grants (~50%). The Management Team decided to support the grant fully given this project is "blazing a trail" for others in the region to follow and thus requires seed funding to ensure success. However, they decided to award the second half of the funds contingent on Livingston providing a sustainability plan indicating a long-term plan for the program. Kuntzsch will contact Laura at Livingston to communicate this contingent approval. Huber will develop

an MOU for Region 2's approval. The Management Team noted that future Challenge Grant RFPs should include match expectations and with this approval all challenge grant funds for this grant cycle are expended.

TECHNICAL GRANTS

The Management Team discussed WIN's technical grant proposal to continue MI Bright Future efforts in the region. The Management Team would like clarification on the commitment from the ISDs given the match is now coming from Michigan Works! Southeast. They approved a grant of \$40,000. Kuntzsch will contact WIN to notify them of the award and coordinate with Huber and Steve Duke to prepare an agreement for Region 2's approval.

Kuntzsch shared an update on the progress of the Connected and Autonomous Vehicles (CAV) Working Group Technical Grant. Kuntzsch, and grant partners CAR and MML, facilitated an input session at the MML Annual Convention on Sept. 15 to kick off the project. Kuntzsch reported that there was standing room only for the session including local elected officials and municipal staff. Considerable feedback was provided on research questions to explore relative to CAV impacts to local communities. Kuntzsch proposed an alternative plan for stakeholder engagement going forward. Rather than hosting two small working group meetings, which may limit participation from regional stakeholders, she proposed a larger convening to be held after the first round of research is gathered. This will allow us to engage a large group of elected officials, municipal leaders, economic developers, planners, transportation officials, and others to share preliminary research results and gather additional input for completing the work, making this both an educational and an input session. The Management Team agreed this was a good approach. A date will be set in early to mid-November for the convening.

COMMUNICATIONS AND BRANDING

Kristin Hofman reviewed the draft website architecture with the Management Team, seeking feedback on the content categories and general organization. The Management Team approved the architecture with the removal of a dashboard component. Hofman also sought feedback from the Management Team on the logo design which is a slight alteration to the Greater Ann Arbor Region logo with the inclusion of "Prosperity Region". Kuntzsch and Hofman will follow up with Santer regarding the appropriateness of this logo modification for purposes of efforts under this grant. Kuntzsch shared that an HTML newsletter is being prepared including articles about the Familiarization Tour, MI Bright Future, the CAV project, and the upcoming event. The Management Team asked that the newsletter also include mention of the organizational changes, including program management being led now by Kuntzsch and Hofman.

EVENTS AND MEETINGS

Kuntzsch reviewed the draft agenda for a regional networking event, including venue options. The Management Team discussed aligning this event with the CAV event on the same day in early to mid-November and exploring venues in Ann Arbor and Chelsea. The Management Team approved this combined approach and Kuntzsch and Hofman will prepare a draft agenda and invitation list for Management Team review and input. Washtenaw Community College was identified as a potential venue as well as the Purple Rose in Chelsea and Weber's in Ann Arbor.

The Management Team discussed the need to meet sooner than the scheduled 10/19 meeting in order to begin to flesh out the priorities for the next RPI grant application. A new meeting date was set for 10/11 at 9:00 – 10:30 am at Region 2 Planning Commission in Jackson. Duke noted that the grant deadline may be November 1 or December 1; he will contact the state to determine.