

MANAGEMENT TEAM

MEETING NOTES

January 8, 2019 | 2:00–3:00 PM

MEMBERS PRESENT

Steven Duke, Region 2 Planning Commission
Conan Smith, Washtenaw County Board of Commissioners
Jim Van Doren, Lenawee Now
Ken Hinton, Livingston County
Tim Lake, Monroe County Business Development Corporation
Bill Sleight, Michigan Works! Southeast
Michelle Mueller, Washtenaw Community College
James Durian, Public Sector Consultants
Justin Fast, Public Sector Consultants

UPDATE ON 2019 REGIONAL PROSPERITY INITIATIVE

In 2019, the Greater Ann Arbor Region (GAAR) management team will further promote regional engagement and demonstrate GAAR's positive impact in the area. To sustain this work for the long term, the management team approved monthly meetings with a topical focus relevant to stakeholders. This will not only encourage information sharing and relationship building, but also potentially secure other funding sources to continue the initiative's work.

The focus of these meetings will include:

- Growing and attracting talent to meet industry needs
- Advancing the regional transportation system
- Promoting integrated asset management efforts in the region

The Regional Prosperity Initiative was awarded \$306,810 for calendar year (CY) 2019 to carry out their vision. Steven Duke and James Durian discussed the vision for CY 2019 and updated the management team regarding the obligations under the new award.

UPDATE ON 10 CENTS A MEAL PROGRAM

Justin Fast provided an update on the 10 Cents a Meal program evaluation in Region 9. In December, Public Sector Consultants (PSC) conducted evaluation fieldwork with fifth- through seventh-grade students in five schools (Concord, Grass Lake, Hillsdale, Whitmore Lake, and Dexter). PSC set up displays during the students' lunch hours and collected data on student selection, consumption, and preference for eight different Michigan-grown fruits and vegetables; this was funded through the program.¹ The incentive is making a direct impact on school food purchasing. One school food service director reported that—without the additional funds awarded through the program—she would not have been able to afford the Michigan-grown cherries served at lunch. PSC is currently analyzing data collected during these visits and will produce a final report.

CY 2019 PLANNING

Steven Duke and James Durian led a discussion of CY 2019 planning. The management team introduced a variety of ideas, including:

- Launching the challenge grant process earlier this year—possibly March. The management team would like to review the planning and outreach efforts for these grants at the next meeting.
- Updating the five-year plan. The management team would like to review the plan at the next management team meeting and possibly get feedback from stakeholders in each county to incorporate into the update.
- Gathering success stories from challenge grant awardees and incorporating them into the website and written reports.
- Creating an annual report that includes success stories, a list of challenge grant projects, and other GAAR achievements.
- Evaluating and assessing the impact of challenge grants and other GAAR efforts.

The management team decided to continue building out CY 2019 planning at the next monthly meeting. The next meeting will be held in February from 12 to 3 PM at Washtenaw Community College on a date to be determined. PSC will reach out to management team members to set up this meeting.

¹ The fruits and vegetables were apples, blueberries, butternut squash, carrots, cherries, cucumbers, green peppers, and peaches.