



Southcentral Michigan Planning Council

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April Board Meeting Minutes

MEETING DATE: Tuesday, April 7, 2015
MEETING TIME: 2:00 pm
MEETING LOCATION: Calhoun County Administration Building
315 W Green Street, Marshall, MI 49068

1. Call to Order

- a. The meeting was called to order at 4:01 pm

2. Members Excused

- a. Members excused:
 - i. Baker
 - ii. Dunn
 - iii. Shaffer
 - iv. Wheat
- b. Members present:
 - i. Amos
 - ii. Byrnes
 - iii. Frantz
 - iv. Geiger
 - v. Hazelbaker
 - vi. Huffman
 - vii. Reid
 - viii. Robey
 - ix. Seyburn
- c. Huffman made a motion to excuse those members not present.
 - i. Frantz seconded the motion.
 - ii. **The motion carried.**

3. Action: Approval of the Agenda

- a. Reid made a motion to approve the agenda.
 - i. Frantz seconded the motion.
 - ii. **The motion carried.**

4. Action: Approval of the Minutes

- a. Reid made a few corrections and requested that the minutes note who was present.
 - i. Staff will incorporate those changes in the official copy of the minutes.
- b. Reid made a motion to approve the minutes as amended.
 - i. Huffman seconded the motion.
 - ii. **The motion carried.**

5. Citizen Comments

- a. None made.

6. Reimbursements and Invoices

- a. None presented at this meeting.

7. Treasurer's Report

- a. The Treasurer noted a desire to change the format of the financial statements. Staff will work with the Treasurer to re-format the financial statements. Discussion ensued.

- b. The Treasurer also noted that the SMPC account at Talmer West was closed and the funds were transferred to W.E. Upjohn Institute accounts.
- c. Frantz made a motion to accept the Treasurer's Report.
 - i. Robey seconded the motion.
 - ii. **The motion carried.**

8. Transportation/KATS Items

- a. KATS Staff was unable to attend the meeting.
 - i. Staff gave the update on behalf of KATS.
 - ii. A brief discussion among the board ensued.
- b. A KATS invoice will be distributed shortly after the meeting.

9. Discussion: Regional Prosperity Initiative

- a. Staff led the discussion of RPI.
 - i. The RPI Committee is focusing in three key areas: Community Development, Education, and Infrastructure.
 - 1. Staff has cataloged all of the community development organizations in the region and asked them to participate in a survey. The survey gives the Committee a better sense of the conditions in the region.
 - 2. The latest meeting was focused on community development and potential projects related to community development. The Committee prioritized potential projects.
 - a. Discussion regarding the potential projects ensued.
 - 3. Staff outlined the plan for the education field including the asset inventory and survey. Brief discussion ensued.
 - ii. Staff described the election of officers for the RPI Committee.
 - iii. Staff also commented on the RPI grant awarded to the Region.

10. Discussion/Action: Annual Report

- a. Staff presented the FY 2014 Annual Report. Staff noted that they are collecting ideas for future annual reports; especially ideas that are more graphic heavy.
- b. Staff will distribute the report.

11. Action/Discussion: Organizational Discussion

- a. Review of potential services and outreach strategy
 - i. Staff outlined the strategies used to reach municipalities. Those have been mostly unfruitful thus far.
 - 1. Byrnes said that staff could join on the Barry County EDA on their outreach tour.
 - ii. Staff also suggested that a prominent project would help boost notoriety.
 - iii. Staff and the board briefly discuss the Economic Development District designation by the EDA.
 - iv. The board felt that expanded descriptions and assigned roles for the team at the Institute attached to the services offered would help local understand what SMPC is offering.
- b. Need for new branding
 - i. Many on the board agreed that the name and logo is fine for now, but in need of updating eventually.
 - 1. It was suggested we keep the acronym "SMPC" but change the name to "Southern Michigan Planning Council"
 - ii. The board also suggested that staff contact WMU for some marketing assistance.
 - iii. The board also decided to wait until a profession could be consulted before moving forward.

12. Discussion: EDA

- a. Staff led a review of the changes to the EDA regulations.
 - i. One of the most important changes was the elimination of the requirement for all projects to be in a CEDS in order to be able to apply for funding. Now projects must meet the priorities of the CEDS.
 - ii. The new regulations also eliminated the strict requirements for an EDD board.
 - iii. Board members discussed the CEDS process and EDA requirements.

13. Action/Discussion: By-Law Review

- a. Staff led a review of the SMPC by-laws and suggested changes.
 - i. The board suggested a few changes.
 - ii. Since changes were made to the by-laws, the board will look to approve them at the next meeting.

14. Staff Report/Other:

- a. EDA Grant Application – BTR 2.0
 - i. Staff mentioned to the board that they prepared a grant application to the EDA. Staff felt that this would be a good demonstration to EDA of the value SMPC provide to the local community.
- b. Planning Services
 - i. Homer Township, Homer Village, Yankee Springs Township, Penfield Township
 - 1. The planner for KATS took another position. Staff will now serve as the planner for the Homer Village project.
 - 2. Staff mentioned that they submitted proposals to Homer Village, Yankee Springs Township, and Penfield Township.
- c. Update on board vacancies
 - i. Staff mentioned that Kalamazoo County recently appointed Joel Amos and Lowell Seyburn to the board.
- d. MAR Appointment
 - i. Staff noted that the Michigan Association of Regions recently changes their by-laws to allow for two representatives from each region; executive level leadership and board member.
 - ii. Reid made a motion to appoint Dunn as the primary representative and Geiger as the alternate to the Michigan Association of Regions.
 - 1. Byrnes seconded the motion.
 - 2. **The motion carried.**

15. Board Member Comments

- a. Byrnes volunteered to host the next meeting at the Gilmore Car Museum. The board agreed that it was a good idea and authorized the change in venue.
- b. Geiger mentioned a local effort to revitalize the M-179 (Chief Noon Day Road) Pure Michigan Byway. Geiger also welcomed the new members.

16. Action: Adjournment

- a. The meeting was adjourned at 3:54 pm.