

**MINUTES OF THE
PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE**

TUESDAY, MAY 9, 2006

At a meeting of the **Planning and Economic Development Committee**, held Tuesday, May 9, 2006, in the Board Room, on the 9th Floor of the Administration Building, Mt. Clemens, the following members were present:

Vosburg-Chair, Brown, DeSaele, DiMaria, Doherty, Duzyj, Gielegem, McCarthy, Rengert, Slinde and White (ex-officio).

Absent and excused were Gibson, Hill and Lund (funeral).

Also Present:

Commissioner Brandenburg
Commissioner Kennard
Commissioner Revoir
Commissioner Szczepanski
Stephen Cassin, Executive Director, Planning and Economic Development Dept.
Donald Morandini, Deputy Director, Planning and Economic Development Dept.
Maria Zardis, Grant Coordinator, Planning and Economic Development Department
Mike Rozny, Planning and Economic Development Department
Rhonda Deriemaecker, Director of Board Services
Phil Frame, Director, Office of Public Affairs

There being a quorum of the committee present, Chair Vosburg called the meeting to order at 10:12 a.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

AGENDA

MOTION

A motion was made by Duzyj, supported by Rengert, to adopt the agenda, as presented.
The Motion Carried.

MINUTES

MOTION

A motion was made by Rengert, supported by Duzyj, to approve the March 14, 2006 minutes of this committee, as written. **The Motion Carried.**

**REQUEST AUTHORIZATION TO SUBMIT MACOMB COUNTY HOME CONSORTIUM
2006-2008 CONSOLIDATED PLAN AND 2006 MACOMB URBAN COUNTY ANNUAL
ACTION PLAN**

COMMITTEE RECOMMENDATION – MOTION

A MOTION WAS MADE BY DOHERTY, SUPPORTED BY RENGERT, TO RECOMMEND THAT THE BOARD OF COMMISSIONERS APPROVE THE 2006-2008 CONSOLIDATED PLAN FOR THE MACOMB HOME CONSORTIUM AND THE 2006 ANNUAL PLAN FOR THE URBAN COUNTY OF MACOMB, AND AUTHORIZE THE BOARD CHAIR TO SUBMIT SAME TO THE U. S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT.

Commissioner Doherty had a couple possible questions that she felt had not been answered and also found a couple typographical errors in the document. She would address this issue with Mr. Rozny after this committee meeting.

Chair Vosburg called for a vote on the motion and **THE MOTION CARRIED.**

REPORT FROM MACOMB COUNTY GRANT COORDINATOR MARIA ZARDIS

Ms. Zardis recalled she prepared a report summarizing grant activities as well as some of the other activities and projects she has been involved with for the department. She explained there is a difference between a Grant Coordinator and a Grant Writer. She sees her role as one of a resource to others as they are pursuing funding opportunities. Her involvement in each of those is different, depending on what that group may need. On a daily basis she looks for funding opportunities and forwards that information to those departments or organizations that she believes would be applicable. She has also been responsible for coordinating the Annual Report and NACo Achievement Awards.

A discussion ensued with Ms. Zardis about certain sections of the two-page Grant Status Report that was provided in committee packets.

A brief discussion ensued about the program that former Senator DeBeaussaert started where he sponsored grant writing seminars at the college. That program still continues today.

Commissioner Gieleghem felt there has to be ways that all can work together to expand the amount of knowledge that organizations have about grants that are available.

Commissioner Slinde expressed concern that communities need help in writing grants, too. She recalled if one goes online that NACo and SEMCOG has listings of numerous grants. Ms. Zardis informed Commissioners that the Macomb County Library holds a subscription to the National Foundation Center, which is a really good resource in terms of private and

corporate foundation funding. She recalled Macomb Community College has through their Life Long Learning Institute, a series of grant writing programs. She, too, has lead workshops on grant writing.

MOTION

A motion was made by McCarthy, supported by Slinde, to receive and file the report from Ms. Maria Zardis, Macomb County Grant Coordinator. **The Motion Carried.**

PRESENTATIONS FROM PUBLIC RELATIONS FIRMS

Chair Vosburg informed Commissioners that only two firms were present today, Hass MS&L and John Bailey Associates. She informed Commissioners that these two firms would give their presentation about public relations and what their proposal would offer.

10:45 a.m. Hass MS&L

Mr. Bob Campbell, Vice President, Specialty Accounts, Hass MS&L, introduced his colleagues, Ms. Kristi Thoel and Ms. Angela Aceti.

Mr. Campbell headed the PowerPoint presentation entitled, "Communications Vision." Ms. Thoel added to the PowerPoint presentation pertaining to the area of "County Assets."

Commissioners asked several questions during this presentation, in which Mr. Campbell answered their inquiries.

11:25 a.m. John Bailey & Associates, Inc.

Mr. Mike DeVilling, Senior Vice President, John Bailey & Associates, Inc., introduced his colleague Ms. Elizabeth Ulton-Dryden. Mr. DeVilling headed the verbal presentation.

Two handouts were distributed.

Mr. DeVilling and Ms. Ulton-Dryden overviewed the 10-page spiral binder entitled, "2006 Public Relations Proposal for Macomb County Presentation, Tuesday, May 9, 2006." Mr. DeVilling then overviewed the handout entitled, "NAIAS Message Pyramid." This is something they put together for the North American International Auto Show.

Commissioners asked several questions during this presentation, in which Mr. DeVilling answered their inquiries.

Chair Vosburg indicated since there were no other questions, a motion to receive and file would be in order.

MOTION

A motion was made by DeSaele, supported by McCarthy, to receive and file the presentations made by the two public relations firms, Hass MS&L and John Bailey & Associates, Inc. **The Motion Carried.**

NEW BUSINESS

Commissioner Brown asked for an update on the Romeo Airport study. Mr. Cassin expressed concern that the management of the airport has not been completely forthright in providing information to the consultant. In his opinion, the management company is causing a major problem.

Committee discussed the next steps that should be taken, since the presentations were made today.

ADJOURNMENT

MOTION

A motion was made by Duzyj, supported by McCarthy, to adjourn the meeting at 12:12 p.m. **The Motion Carried.**

Denise M. Jacks
Committee Reporter