

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

**TUESDAY, JULY 18, 2006**

At a meeting of the **Planning and Economic Development Committee**, held Tuesday, July 18, 2006, in the Board Room, on the 9<sup>th</sup> Floor of the Administration Building, Mt. Clemens, the following members were present:

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

Absent and excused was Hill.

**Also Present:**

Commissioner Brandenburg  
Commissioner Brdak  
Commissioner Revoir  
George Brumbaugh, Director, Corporation Counsel  
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  
Robert Tess, Planning and Economic Development Department  
John Crumm, Planning and Economic Development Department  
Pamela Valentik, Planning and Economic Development Department  
Mike Rozny, Planning and Economic Development Department  
Phil Frame, Director, Office of Public Affairs  
Jim Lynch, Reporter, The Detroit News  
Steve Neavling, Reporter, The Detroit Free Press

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

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**AGENDA**

**MOTION**

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

## **MINUTES**

### **MOTION**

A motion was made by McCarthy, supported by Duzyj, to approve the May 9 and June 6, 2006 minutes of this committee, as written. **The Motion Carried.**

### **PRESENTATION ON MACOMB COUNTY TARGET INDUSTRY STUDY BY INTELLITRENDS, L.L.C.**

A large spiral binder was distributed entitled, Macomb County, Michigan – Targeted Industries Report – Focusing Macomb County’s Economic Development Efforts. Sections of the binder were divided into the following categories: Index; Opportunities for Macomb; Report Summary; Data Appendix.

Mr. Cassin introduced Mrs. Marlene Stone and Mr. Keith Stone from Intellitrends.

Mrs. Stone headed the PowerPoint presentation. Key topics covered included: Part 1: Targeted Industry Focus; Part 2: Branding and Marketing Macomb; Study Objectives; % Distribution of Employment in Macomb County vs. other regions; Comparison of Employment Growth by Industry Sector: 2000-2004; Macomb Industry Profile; Internal Perspectives; How would you rate Macomb as a place to do business?; Employment Outlook; What are the primary skill areas you anticipate needing for continued growth?; Key Drivers for Business Relocation/Development; Manufacturing Drivers; Geographic Migration of Projects in U.S.; Projected Growth & Emerging Sectors; Collaborating and Differentiating Within the Region; Advanced Manufacturing; Advanced Automotive; Homeland Security; Defense; Current Trends and Issues in Business Attraction & Development; Common Characteristics of Winning Organizations in Attracting Business; Top U.S. Economic Growth Areas 2005; Industry Expansion and Targeting; Mapping Macomb Attributes – Development Initiatives/Focus Opportunities; Industry Retention & Expansion, Growth & Targeting – Macomb County’s Opportunities.

Identifying Optimum Target Sectors: Overlaying the profile of traditional industry sectors for Macomb County with the ability to compete in emerging sectors shows that the optimum targets for Macomb should be: Advanced Manufacturing, Advanced Automotive (Alternative Energy), Defense (Homeland Security), and Healthcare.

After the presentation, Mrs. Stone and Mr. Stone were asked to define advanced manufacturing and advanced automotive. They were asked about alternative materials as far as advanced manufacturing and if some of that was addressed. They were asked about aircraft manufacturing and medical manufacturing capabilities that there are in this area. They were asked about alternative energy and if they looked at what other counties are doing and which areas looked the most promising. Some Commissioners expressed

concern as to why the Big 3 were not asked to be included in this report. It was noted that despite the fact that Macomb County has the second lowest tax rate in the state, it is seen as much higher. Mrs. Stone thought that the next step would be to pull together key leaders from manufacturing companies and discuss at a roundtable what the education system will bring to Macomb County to attract more business.

Mr. Cassin clarified that the purpose of this study was to identify key future industries. He explained how his department would use this report and what can be expected. He recalled that four or five key industries have been identified to go after. They will start identifying those industries and marketing Macomb County. As well, this report will be used to develop marketing materials. It would be his preference that Intellitrends be involved in the marketing materials. He noted that this report would be shared with Focus Macomb.

### **MOTION**

A motion was made by Duzyj, supported by McCarthy, to receive and file the Target Industries Report from Intellitrends, L.L.C. **The Motion Carried.**

### **AUTHORIZE IMPLEMENTATION OF CDBG EXPENDITURE POLICIES**

#### **COMMITTEE RECOMMENDATION – MOTION**

A MOTION WAS MADE BY DOHERTY, SUPPORTED BY DUZYJ, TO RECOMMEND THAT THE BOARD OF COMMISSIONERS AUTHORIZE THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT RECOMMENDATIONS, INCLUDING THE REPROGRAMMING OF CDBG FUNDS FROM SLOW MOVING PROJECTS, TO EXPEDITE IMPLEMENTATION OF THE CDBG PROGRAM OVERALL, AND PREVENT A LOSS OF FUNDING.

A discussion ensued with Mr. Rozny about the purpose for the reallocations and possibly putting a tighter timeline on projects. The question was asked if it would help if communities that have funds in jeopardy would come together and by sharing those funds it would help those other communities.

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

### **AWARD HOME FUNDS TO SPRINGHILL HOUSING CORPORATION**

#### **COMMITTEE RECOMMENDATION – MOTION**

A MOTION WAS MADE BY SLINDE, SUPPORTED BY DUZYJ, TO RECOMMEND THAT THE BOARD OF COMMISSIONERS AWARD HOME FUNDS IN THE AMOUNT OF \$378,000 TO SPRINGHILL HOUSING CORPORATION SO THAT IT MAY ACQUIRE

RENTAL HOUSING UNITS FOR PERSONS WITH SPECIAL NEEDS, AND AUTHORIZE THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO PREPARE A CONTRACT COMMITTING THESE FUNDS TO THE ORGANIZATION.

Commissioner Doherty requested that Mr. Rozny contact Community Mental Health and make sure they think this is a good idea and that it will work the way it is intended.

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

**AUTHORIZE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO SEEK BIDS TO COMPLETE A PLAN AND ENGINEERING COSTS TO DEVELOP THE GAPS IN THE STONY CREEK PARK TO METRO BEACH PARK TRAIL**

Mr. Crumm provided a brief overview of this request.

**COMMITTEE RECOMMENDATION – MOTION**

A MOTION WAS MADE BY LUND, SUPPORTED BY DOHERTY, TO RECOMMEND THAT THE BOARD OF COMMISSIONERS AUTHORIZE THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO SEEK BIDS TO COMPLETE A PLAN AND ENGINEERING COSTS TO DEVELOP THE GAPS IN THE STONY CREEK PARK TO METRO BEACH PARK TRAIL. FUNDING IS SECURED THROUGH THE GREENWAYS INITIATIVE OF SOUTHEAST MICHIGAN. PROJECT WILL NOT EXCEED THE \$60,000 GRANT PROVIDED BY THE GREENWAYS INITIATIVE. **THE MOTION CARRIED.**

**ADJOURNMENT**

Chair Vosburg adjourned the meeting at 12:00 p.m.

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Denise M. Jacks  
Committee Reporter