

**Focus Macomb: A Partnership for Economic Development  
Business Development Committee Meeting  
Baker College  
November 28, 2007  
Meeting Summary**

**Members Present:**

William Andre – Hydra-Lock Corporation  
Luke Bonner – City of Sterling Heights  
Maria Stella Castronova – Stella Specialty Sweets  
Ron Chriss – DTE Energy  
Michael Claassen – Schaeffler Group  
Rick Kincaid – Co-Chair - K & F Electronics  
Diana Kolakowski – City of Warren  
Jim Krause – LongShot Golf, Inc./Acculabel Company  
Ed Kubes – Lakeside Mall  
Ron Reed – Co-Chair  
Ronald Robinson – Ronald E. Robinson, CPA PC  
Ted Schollenberger – Mineral Springs Development  
Grace Shore – Macomb County Chamber of Commerce  
Don Torline (Liaison) Baker College  
Kathy Vosburg – (Liaison) Macomb County Board of Commissioners  
Chester Zochowski – REI Group

**Members Not Present:**

Jim Daniels – REI Group  
Melanie Davis – Macomb County Chamber of Commerce  
Damiano DiMercurio – Dilusso Building Companies  
Larry Humphrey – Burttek, Inc.  
Michael Malone – Partners in Architecture  
Jack Murphy – Fidelity National Title Company  
Jon Peterson – AT&T  
Vito Pianello – The Private Bank  
Terence Thomas – St. John Health  
Bill Quinlan – Quinlan Associates Architect

**Others Present:**

Sharon Laskowski, Lauren Royston, Maria Zardis  
Macomb County Department of Planning and Economic Development

Opening: Co-Chairs Rick Kincaid and Ron Reed opened the meeting at Noon.

Introduction: Mr. Reed commented that the key presentation points for 2007 would be discussed at today's meeting. The committee had discussed approximately 20 ideas for improving the business and economic climate in Macomb County.

The following are the most significant ideas that could possibly be implemented by the Macomb County Department of Planning and Economic Development.

**Highlights:**

- Facilitate group trade show participation, enabling local businesses to be represented at reasonable costs.
- Develop a database of experienced small business owners/advisors to mentor small business owners.

- **Establish a Small Business Advisory Board to advise the Board of Commissioners. The group would communicate the needs of small businesses and recommend additional ways to meet those needs.**
- **Send the county's economic development specialists to evening events sponsored by Automation Alley to increase networking and exposure of opportunities to business owners.**
- **Expand the PTAC staff. PTAC's accomplishments include 802 government contracts with local businesses worth \$112 million in sales volume.**

**The following are other concepts that were discussed by the committee and could possibly be implemented by the business community.**

**Highlights:**

- **Launch the Source Macomb website that provides free links and listings for county business related resources, organizations, and events. The website will be oriented toward supporting a "Buy Macomb" effort.**
- **"Bundled" advertising to make print advertising more affordable for small business. This activity can initially be achieved with Crain's Detroit Business.**
- **Attract more "Millennials" (people in their 20s) to work and reside in Macomb County. Key points for attraction are affordable housing, restaurants, walkable urban centers, art, and culture. The City of Mount Clemens could be used as a test site.**
- **Provide additional business and incubator opportunities for existing and to be formed small businesses. Incubators could accelerate new business formation and provide a variety of resources and services.**
- **Develop a countywide business related newsletter. The committee supports the proposal of Issue Media Group to accomplish this effort. Sponsors are needed.**
- **Work to attract a Michigan public university for the economic and educational benefits.**

**Discussion then ensued regarding various aspects of the above ideas and recommendations. The committee will correspond to refine submittals to be presented to the Macomb County Board of Commissioners.**

**Next Meeting**

**The next meeting will be the formal presentation of recommendations to the Macomb County Board of Commissioners in February of 2008.**

**Closing**

**The November 28, 2007 meeting of the Focus Macomb Business Development Committee was closed at approximately 2:00 P.M.**