

**Focus Macomb: A Partnership for Economic Development
Business Development Committee Meeting
Baker College
August 15, 2007
Meeting Summary**

Members Present:

Maria Stella Castronova – Stella Specialty Sweets
Jim Daniels – REI Group
Melanie Davis – Macomb Chamber
Rick Kincaid – Co-Chair - K & F Electronics
Diana Kolakowski – City of Warren
Jim Krause – LongShot Golf, Inc./Acculabel Company
Bill Quinlan – Quinlan Assoc. Architect
Ronald Robinson – Ronald E. Robinson, CPA PC
Ted Schollenberger – Mineral Springs Development
Grace Shore – Central Macomb Chamber of Commerce
Don Torline (Liaison) Baker College
Kathy Vosburg – (Liaison) Macomb County Board of Commissioners
Chester Zochowski – REI Group

Members Not Present:

William Andre – Hydra-Lock Corporation
Luke Bonner – City of Sterling Heights
Ron Chriss – DTE Energy
Michael Claassen – Schaeffler Group
Damiano DiMercurio – Dilusso Building Companies
John Hill – Midwest Mold
Larry Humphrey – Burttek, Inc.
Brian Kern – J.G. Kern Enterprises
Ed Kubes – Lakeside Mall
Michael Malone – Partners in Architecture
Jack Murphy – Fidelity National Title Company
Vito Pianello – The Private Bank
Karen Smith – Leadership Macomb
Terence Thomas – St. John Health

Others Present:

Rosanne Oliver
Procurement Technical Assistance Center (PTAC)

Staff:

Sharon Laskowski - Lauren Royston
Macomb County Department of Planning and Economic Development

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

Introduction: The Procurement Technical Assistance Center (PTAC) and sub-committee reports are topics of discussion at the August 15, 2007 meeting.

REGIONAL ECONOMIC DEVELOPMENT ISSUES

Overview: The Detroit Regional Chamber of Commerce and the Detroit Renaissance have developed an integrated work plan to promote economic development in the region. Detroit Renaissance is an organization of the region's CEOs and has 56 members. The chamber is a membership organization with over 23,000 members through ten counties, including the City of Detroit. The associations are also involved with a larger regional effort entitled One D.

Highlights:

- The Detroit Renaissance identifies, articulates and measures economic growth strategy. The organization also facilitates programs and initiatives and is an advocate for funding.
- The Detroit Regional Chamber of Commerce is involved in business development, expansion opportunities, and small business development. Advocacy, business climate issues, and education and workforce issues are also areas of concern.
- The two organizations collaboratively are involved with programs and initiatives, community issues and are a "one voice" advocate.
- Activities are also shared with other partners such as Automation Alley, local economic developers, public partners and the Michigan Economic Development Corporation (MEDC).
- One D believes that regional transformation and change are possible and must be achieved now. Acting as one united region to advance progress and growth is the goal. The only way to achieve this goal is to align the private, public and non-profit sectors towards these common priorities.
- One D's areas of priority are economic prosperity, educational preparedness, regional transit, race relations, regional cooperation and quality of life.
- A new initiative known as WIRE (Workforce Innovation for Regional Economic Development) is underway. The Department of Labor has issued a \$5 million dollar collaborative grant. Many organizations will be serviced by the grant. The purpose is to align education, workforce and economic development strategies. For example, retaining talented people coming out of our universities. The grant will cover a three-year period and should be available two months from now.
- Further information on the One D Program and upcoming community meetings is available at the website www.oned.org.

SUBCOMMITTEE REPORTS

Highlights:

Networking, Seminars and Trade Shows Subcommittee

- A networking event is in the planning stages.
- Group representation at local trade shows was recommended as a means of sharing costs and promoting the county's resources. The process could be used as a model for out-of-state functions.
- The PTAC Newsletter will be provided to the committee on a regular basis.
- Roseanne Oliver, PTAC Director, will attend the next meeting to provide an overview of applying for defense contracts. She will provide firsthand knowledge of how the process works and the structured application process.

Positive Press and Business-to-Business Subcommittee

- A concept for a website has been e-mailed to the committee. Private development of the website is envisioned. The committee will be asked to submit content suggestions. The website could contain Information on upcoming trade shows and seminars, for example. The website would be centralized and easily accessed and edited.
- The committee could take an active role in acquiring funding, (from businesses, for example, for positive press. An organization such as MetroMode could be utilized. Aligning with One D is also a possibility. A public relations clearinghouse for positive regional news stories is being considered by One D.
- Publications such as the Macomb Daily, Crain's Detroit Business could also be utilized to recognize companies that are hiring, expanding, bidding and receiving contracts, mergers, etc.
- Mr. Andre suggested efforts to attract high-tech companies to the county. High-tech companies have a high probability of success and the project is worth considering.

Small Business Management

- The subcommittee's objective is to implement and promote small business management practices and coordinate between county government and local businesses. Small business mentors and marketing the SBDTC to the public are suggestions. Also, encourage business owners to assist startups and other existing businesses that need advice.

County Executive as a Business Improvement Issue

- Work in progress.

Early Stage Financing and Management Guidance

- After discussion, the Early Stage Financing and Management Guidance Subcommittees were merged.

Millennial Draw

- The attraction and retaining of the under-30 generation is the topic for the subcommittee.

OTHER TOPICS AND UPCOMING EVENTS

Highlights:

- The Macomb Chamber and the Central Macomb Chamber will merge. The two organizations will be known as the Macomb County Chamber of Commerce.
- "Joint Networking of Macomb and Oakland Chambers of Commerce" will be held at the Oakland University Accelerator on August 29, 2007.
- "Buy Michigan First" PTAC Workshop will be held at the MCC University Center on September 26, 2007.

NEXT MEETING

- The next meeting of the Business Development Committee will be held on August 15, 2007 at Noon. The committee will be notified of the location of that meeting.