

Meeting Minutes
Focus Macomb Quality of Life Committee
April 12, 2007

Attendees: Karen Parenteau, Tony Comito, Larry Garrisi, I.J. Campbell, Steve Cassin, and Mike Rozny

Steve Cassin spoke about the level of support that the Committee can expect from the County. He was very complimentary of the Committee's 2006 recommendations as being feasible to implement in a timely and cost effective manner. Staff resources will be available to assist the Committee as it moves to implement the recommendations, particularly the website, and considerable time was spent discussing the current website, compared with other websites, and how the Committee might be able to raise funds to design and implement its own. Steve encouraged members to visit the County's business development website: www.macombbusiness.com, which won an award as being the best in class for the State of Michigan in 2006. Some questions emerged:

- The legality of using advertising fees for a "County" website. Steve indicated that there are no legal prohibitions but there is a Board of Commissioners policy that would prohibit use of advertising fees to develop and maintain the website. The Committee believes that there may be ways to reconcile the differences.
- There is concern that smaller businesses may be excluded, or feel excluded, for cost considerations, if advertising fees are permitted. This needs to be addressed.
- There is a need to conduct an inventory of County resources so that they are included in the website as it is developed.

Two other suggestions to assist the Committee emerged.

- The Committee remains mindful of the need to reinforce the reality that Macomb County has many positive attributes. To this end it was suggested that the Committee, or a part of the Committee meet with the Macomb Daily.
- It was also suggested that the Committee invite its Oakland County counterparts to a future meeting to share information.

Finally, there was discussion of setting a meeting schedule for the remainder of the year. Timing is problematic, with member availability restricted to conflicting times of the day. Due to the limited number of attendees at this meeting, and the impending arrival of new committee members, we agreed to hold the **next meeting at 4:00, on May 31, at Citizens State Bank, Hall and Gratiot**, and will set a firm schedule at that time.