

**Focus Macomb: A Partnership for Economic Development
Quality of Life Committee Meeting-Citizens State Bank
Summary – July 12, 2007**

Members Present:

Tony Comito
Chris Pozios, Pozios Properties, LLC
Jack Liang, HCMA
I. J. Campbell, City of Roseville
Karen Parenteau, Health Alliance Plan
Larry Garrisi, Sunshine Homes
Mounir Sharobeem, Judson Center
Commissioner Susan Doherty, Macomb County

Members Missed:

Ameldia Brown, St. Josephs Health
Michele Barnard, Beaumont Hospital
Frank Marella, CARE House
Jay Goscinski, Remax Acclaim
Joe Abdo, IBEW
Ken DeCock, Boykin's Farm Market
Paul Socia, Citizens State Bank
Roy Rose, AEW, Inc.
Patrick Green, Aon Risk Services of Michigan
Arthur Mullen, Mt. Clemens DDA
Suzanne Coats, Turning Point, Inc.

Staff: Mike Rozny, Maria Zardis

Guests: None

Introduction: Karen Parenteau discussed the need to establish a meeting schedule and the Committee agreed to meet once a month on Thursday afternoons from 4:00 until 5:30, with additional meetings if necessary to complete our assigned task. She also outlined her vision that the Committee be ready to describe how it can implement a Macomb County Quality of Life website by January. She described a mapping exercise to help the Committee to focus on elements required for website development. With that the Committee engaged in a lively discussion of the elements required for website development and implementation.

Discussion: The Committee identified the following essential elements: We included background questions and/or observations for some of the elements.

Design and Content (Existing vs. New; What do we want to catalogue?)

Connecting to Other Stakeholder Links (business, other County government, tourism, regional chambers of commerce etc.)

Identify and Resolve Legal Concerns (screening links and advertisers for appropriateness if using a public site).

Development Mode (How and who will Design or Revise the site? – MCC, High School Students, Contest?)

Maintenance Needs, once the site is operative. How will we keep it relevant?

Providing user evaluation and feedback (tracking the number of hits (new vs. recurring use), establishing a business and customer survey tool, and establishing performance benchmarks to empirically gauge effect)

Community Outreach (How do we market the site?)

- To whom do we market? Should we have a four-tiered user bias (targeting in order of priority Macomb County residents, SE Michigan residents, State residents, and out-of-State residents)? If so, what would apply to each tier?
- Can we achieve synergy through other marketing methods, e.g. periodic County reports and literature, non-County magazines and journals, etc.)?
- What is important to each group and how would we apply those factors?

How much financial support is required for development and maintenance, and how do we obtain it?

Result: These became the basis for a possible presentation to the Committee on July 26.

Next Steps: An IT professional will be invited to address the Committee at its next meeting.

Next Meeting: Thursday, July 26, 4-5:30 p.m. at Citizens State Bank (Hall Rd. between Gratiot and I-94) in the 2nd Floor Conference Room.