

---

# MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

---

## Executive Committee Minutes

February 15, 2022

10 am to 12 pm

MEDC – 300 N. Washington Sq. Lansing, MI 48913

Lake Michigan Conference Room

Or Virtually via Zoom

### Members Present & Location of Virtual Attendance:

Beth Ardisana, Dearborn, Wayne County, MI	Fay Beydoun, Farmington Hills, Oakland County, MI
Awenate Cobbina, Seattle, Washington	Krista Flynn, Grand Rapids, Kent County, MI
Bobby Hopewell, Kalamazoo, MI	Tom Lutz, Oakland County, MI
Chris MacInnes, Whistler, British Columbia, Canada	Mike McLauchlan, Grosse Pointe Woods, MI
Bob McMahan, Flint, MI	Dave Meador, Oakland County, MI
Scott Newman-Bale, Antrim County, MI	Bill Pink, Grand Rapids, MI
Phil Shaltz, Flint, MI	

### Members Absent:

April Clobes	Fritz Erickson
Kyle Caldwell	Sheldon Neeley
Ryan Waddington	

### Staff Present:

Quentin Messer, Jr.	Amiee Evans
Lynne Feldpausch	Christin Armstrong
Jill Trepkoski	Michele Wildman
Josh Hundt	Linda Ascitutto
Steve Bakkal	Greg Bird
Aileen Cohen	Bradley Heffner
Jennifer Nelson	

#### I. Call to order

Mr. Cobbina called the meeting to order at 10:09 a.m. He requested that Ms. Armstrong provide any necessary communications, there were none. A roll call was performed to determine attendance and a quorum was not present. The meeting was in the Lake Michigan Conference Room at the MEDC 300 N. Washington Sq. Lansing, MI 48913. Members of the Executive Committee, MEDC staff, and the general public could also participate virtually via Zoom due to the COVID-19 pandemic.

#### II. CEO Report

---

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

---

*Due to the lack of quorum, Mr. Cobbina requested that Mr. Messer provide updates within the CEO report.*

Mr. Quentin Messer provided a brief update on the recent activities within the organization, including the bipartisan passage of the SOAR Fund, Critical Industry Program and Strategic Site Readiness Programs in the legislature in late 2021. He noted that the passage of those programs allowed Michigan to secure General Motor's investments in the Delta Township and Orion Township facilities, which was brought before the Michigan Strategic Fund Board in January for approval. He thanked the Committee for their support and advocacy in supporting the organization and the legislation.

Mr. Messer noted that though the General Motors announcement was a positive investment in securing the future of advanced manufacturing and the electric vehicle sector that the organization is laser focused on making sure that MEDC is prepared to respond to today's reality as well as forging a path for the future. He presented several objectives that the organization hopes to achieve including building and maintain a moat around our in-state businesses, be recognized by our peers as the best economic development organization in the nation, continuing to be our own best advocates and tell the most compelling Michigan story, ensure that work is regionally relevant to every single Michigander we serve, expanding and growing our orientation to customer service, and building our team at the MEDC.

He noted that these goals helped to guide recommended changes to the MEDC strategic plan. He noted that the recommendation included adding becoming a top ranked EDO was added to the vision statement, we have a renewed focus on our guiding principles, including regional impact and relevancy and customer focus, and adding a sixth strategic focus pillar for supporting small business as an important customer alongside attract, retain, and grow business and accelerate high-tech innovation.

*At 10:15 am, Tom Lutz and Scott Newman-Bale joined the meeting. A quorum was declared present.*

### **III. Chairman's Report**

Mr. Cobbina thanked Mr. Messer for his report and noted that the entire Committee is in support of the mission of the organization. He noted that a quorum was not present and requested to open the meeting for public comment.

Mr. Cobbina invited public comment, there was none.

---

## MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Mr. Cobbina asked if there were any questions, changes, or corrections regarding the November 16, 2021, minutes. There were none. *Ms. MacInnes moved to approve the*

*minutes of the November 16, 2021, meeting and Mr. Hopewell supported the motion. A roll call vote was taken with 12 aye votes, 0 nay votes. The motion passed unanimously.*

Mr. Cobbina noted that as of January 21, 2022, Mr. Jeff Noel resigned from the Executive Committee after serving for the past 10 years upon his retirement from the Whirlpool Corporation. He thanked Mr. Noel for his mentorship in economic development and community building within the state and the region. He noted that he is a model and corporate leader not only within the state, but a champion for the Benton Harbor area. Ms. MacInnes and Ms. Ardisana also provided comments of thanks to Mr. Noel for his service to the organization as well as the state of Michigan. Mr. Cobbina recited the attached Resolution as a tribute to Mr. Noel for his service and dedication. *Ms. Flynn moved to support the tribute for Mr. Noel and Mr. Pink supported the motion. A roll call vote was taken with 12 aye votes and 0 nay votes. Mr. Shaltz had joined the meeting but was unable to provide a vote due to technical difficulties.*

*At 10:44 am, Mr. Phil Shaltz joined the meeting.*

#### **IV. Strategic Planning Subcommittee**

Mr. Bill Pink and Mr. Dave Meador provided opening comments regarding the strategic plan refresh and provided context on the key questions to be addressed as a goal for the engagement including how the organization can more effectively execute on its strategic plan, including the potential prioritization of programs and efforts in order to advance the aspirations of the state.

Mr. Steve Bakkal provided an overview of the engagement and activities to date including the economic and environmental shifts that have taken place since the adoption of the strategic plan in 2019. He noted that due to the shifts in order to meet our aspirational job growth goal it will require an estimated 113,000 additional jobs over the next five years. He noted that focusing on priority clusters statewide and regionally will help drive 92% of that target.

He noted that throughout the engagement with stakeholders several “big bets” were identified within the strategic focus industry pillars, including revamp of the deal engine and process, support second stage and small business growth, and engagement in a talent attraction tool among others. Based on a review of the trends and data as well as stakeholder feedback the organization is recommending modifications to the 2019 strategic plan. These changes include the addition of a Support Small Business strategic focus area as well as verbiage and language changes within other areas of the plan. The mission for the organization would remain the same as approved in 2019.

---

## MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

He reported that a significant focus on the stakeholder input and the engagement was focused on how the organization would operate differently to ensure greater

consistency, more customer centric processes, more transparency, and greater collaboration. He noted that the Executive Team has been working on each of the subject matter areas to work through operational alignments and shifts that are needed to achieve these operational goals.

Ms. MacInnes noted that she is appreciative of the organizational shift to the importance of regional relevancy to help all Michiganders share in prosperity.

*Ms. Ardisana moved to authorize the adoption of the strategic plan; Mr. Hopewell supported the motion. A roll call vote was taken with 13 aye votes and 0 nay votes. The resolution passed unanimously.*

### **V. Finance Subcommittee**

Ms. Ardisana presented the Resolution outlining the FY23 corporate budget process to achieve approval of the fiscal year 2023 budget by September 30, 2023, in compliance with the Uniform Budgeting and Accounting Act.

*Ms. MacInnes moved to authorize the budget time schedule; Mr. Newman-Bale supported the motion. A roll call vote was taken with 13 aye vote and 0 nay votes. The resolution passed unanimously.*

- VI.** Mr. Cobbina asked if there was any additional discussion for the Executive Committee. Mr. Hopewell commented that in support of the SOAR legislation and other large attraction projects, the organization needs to continue to support communities to ensure they can be successful.

The meeting was adjourned at 11:43 a.m.