

Notes from January 23, 2018 CDC Meeting

Attendees

Dial In: Diane Rekowski

MEDC Staff: Christine Roeder, Keli Edmonds, Josh Hundt, David Greco, Jeff Mason, Jeremy Hedges

CDC Members: JoAnn Crary, Joan Kimball, William Raymond, Birgit Klohs, Steve Erickson, Janice Karcher, Jim McBryde, Jennifer Owens, Justin Robinson, Paul Krutko, Ron Kitchens, Rob Cleveland, Matt McCauley

Legislative Items – Dave Greco, MEDC Legislative Director

Greco gave an update on current bills the MEDC are actively following/engaged in. Details can be found in the presentation/documents section.

Vetted Sites – Josh Hundt, MEDC Executive Vice President and Chief Business Development Officer

Hundt requested volunteers to join himself, Nicole Whitehead and Karl Dehn for a Vetted Sites CDC Committee. Current Members: Rick Chapla, The Right Place; Steve Jonas, Saginaw Future, Inc., and Joe Agostinelli, Southwest Michigan First.

Career Pathways and The Marshall Plan - Jeremy Hedges, TED Legislative Director

Hedges gave a brief overview of the Career Pathways and The Marshall Plan. Documents can be viewed in the presentation file.

Hedges requested assistance from the CDC to engage larger employers in their region, to communicate what we're doing and how to get them engaged. Birgit Klohs with The Right Place will connect Hedges with Cindy Brown at Hello West Michigan.

Provided documents on the Michigan Career Pathways Alliance, documents can be found in the file section.

- Tax Deductible education investments - one pager for businesses
- MiCPA - One Pager from auto show
- Muskegon and Alpena best practices - one pagers

Recycling Market Development – John Groen w/MEDC and Matt Flechter w/MDEQ

Groen and Flechter gave an update on the Recycling Market Development, 1-pager can be found in the document section.

Pure Michigan Business Connect – Trevor Pawl, Vice President, International Trade and Procurement Programs

2018 DTE Diverse Supplier Showcase

■ Overview

- February 12th, Frederick Meijer Gardens, Grand Rapids, MI
- 2nd “Shark Tank” with DTE to highlight and uncover immediate diverse supplier support and award contracts.
- Format will feature approximately 10 companies presenting for an opportunity to win immediate work on one of 3 DTE opportunities.
- Suppliers are nominated by participants on DTE’s Supplier Diversity Council and include APACC, GLWBC, MI Hispanic Chamber, MMSDC, National Business League (formerly Michigan Black Chamber) and more.
- Previous Diverse Supplier Showcase awarded approximately \$80,000 in contracts the day of the event.

2018 Pure Michigan Aerospace Summit

■ Overview

- February 21st, 2017 at Little Caesar’s Arena, Detroit, MI
- Tentative Agenda runs 8 a.m. – 4 p.m. There will be a morning program from 9:30 – 10:30 a.m., and a keynote speaker (Uber Elevate) during lunch at 12:30 p.m.

■ Purchasers

- 22 Global Purchasers Confirmed to attend
- Purchasers participating from at least 5 different countries (Mexico, France, Turkey, Ireland, India) with others developing, and two states (California, Washington)
- Day will feature a mix of 1:1 appointments as well as walk-up exhibitions.
- Up to 264 meetings potentially taking place.
- 101 Unique Needs Submitted

■ Suppliers

- 273 companies have submitted applications. Review and Selection will begin January 29th, 2017.
- Application closes Friday, January 26th. Suppliers will be notified of meetings the week of February 5th
- RSVP link will be distributed to selected companies and partners when its published on February 1st
- Anticipated attendance will be approximately 500 people

■ Nuance

- This effort is a follow-up to the many successful conversations begin at the Paris Airshow by Governor Snyder, the MEDC (PMBC and Trade), as well as local partners.
- PMBC has relied on a significant number of partners to help recruit purchasers from around the state and around the world
- This effort will support MEDC’s involvement in the Farnborough Air Show (June 2018) by helping recruit and vet potential trade show participants.
- Purchasers are excited to participate and understand the objective is to help increase visibility of Michigan’s aerospace supply chain
- Boeing will be receiving the first Pure Michigan Supply Chain Partnership Award

2018 Kellogg B2B/Nuance

- PMBC will be participating as an exhibitor to support Kellogg’s diversity team as they host their annual matchmaker.
- Kellogg is a strong statewide brand that has recently become more engaged with PMBC via our various supplier diversity initiatives as well as our Agriculture Programming.
- PMBC continues to seek ways to increase and improve collaboration.

2018 Pure Michigan Agriculture Summit

- Overview
 - March 14th, 2018 at the Novi Suburban Collection Showplace, Novi, MI
 - Tentative agenda runs from 8 a.m. – 4 p.m.
- Buyers
 - 29 purchasers have confirmed participation. 23 of these have submitted needs.
 - Needs are currently being collected. Deadline to submit buyers and buyer needs was Friday, January 19th.
 - 446 Unique Needs Submitted as of 1/22/18
- Suppliers
 - Supplier application goes live on January 24th and will close February 24th. An email will be distributed to partners and to the CDC, PMBC affiliated companies, and via the MEDC statewide network when the application is available.
 - The RSVP link will be distributed in late February via the PMBC/MEDC partner network.
 - Anticipated summit attendance will again be 400 people
- Nuance
 - This will be PMBC’s fifth agriculture summit in collaboration with MDARD
 - This year’s summit will see an increased emphasis, where possible, on restaurateurs and food entrepreneurs, joining grocers and institutional buyers as participants.
 - This effort is a continuation of PMBC’s “AG365” programming that seeks to incorporate additional agricultural-related activities throughout the 2018 calendar year. Joining the Ag Summit, PMBC is working with MDARD on a “Carp Tank” which aims to address innovative solutions to the growing Asian Carp crisis, as well as partnering with Eastern Market Corporation on its *Nourish* series highlighting emerging chefs in Detroit.

2018 Carp Tank Challenge (PMBC Lead: Garrett, Till)

- Overview/Nuance
 - March 27th and 28th at the Detroit Port Authority Building, Downtown Detroit
 - Summit will feature presentations from solutions providers who have submitted their proposals on how to address the growing Asian Carp concern in the great lakes.
 - More than 350 solutions, from more than 27 countries have been submitted to review and selection
 - Educators, researchers, scientists and venture capitalists are anticipated audience.
 - Effort is a result of multiple years of conversation between Michigan DEQ and PMBC to support this initiative.

Marketing and Communication Sharing – Maggie Cox, Marketing Specialist, MEDC

Discussion was had regarding access to the MEDC marketing pieces, videos, logos, etc. Cox will survey the CDC on specific pieces and materials needed for immediate access and begin building a file for CDC

use. Irene Spanos suggested info on direct flights from Detroit and other airports within MI to major business hubs.

Bob Trezise requested that LEAP and other organizations be mentioned in press releases when actively working projects. Hundt stated he and Guerrant have discussed and will begin doing this in the future.

Medical Marijuana Facilities Act – JoAnn Crary, President, Saginaw Future, Inc.

An event was held on January 10, 2018 in Saginaw on the Medical Marijuana Facilities Act. Review documents in the presentation section and below are links to videos of the event:

<https://www.youtube.com/watch?v=QmZYnxxXDzo>

<http://www.saginawchamber.org/presentations.html>
