

## Notes from August 22, 2018 CDC Meeting

### Attendees

MEDC Staff: Jeff Mason, Josh Hundt, Doug Kuiper, Christine Roeder, Keli Edmonds, Nicole Whitehead  
TED Staff: Jeremy Hedges

CDC Members: Bill Raymond, Birgit Klohs, Bob Trezise, Diane Rekowski, James McBryde, Janice Karcher, JoAnn Crary, John Avery, John Paul Rea, Justin Robinson, Paul Krutko

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**Jeff Mason, President & CEO, MEDC.** Provided a legislative update on efforts being made to adjust the restrictions and barriers for rural and small community development relating to the Community Revitalization Program; discussed extending the 21<sup>st</sup> Century Jobs Fund by four years.

Mason recently attended the MEDC Executive Board Retreat, focusing on the organizations FY2019 initiatives. Program emphasis will be on Business Attraction, Economic Gardening, Big Game Hunting, Business Growth, Image (Pure Michigan Campaign), Community Development (People/Place), and funding for Site Readiness.

Mason continued with a statistic from the CEO Magazine which states Michigan is ranked #1 for inbound graduates age 25 – 34.

Paul Krutko, President & CEO, Ann Arbor SPARK stated that he has companies outside of Michigan calling and asking for locations in MI for tech jobs.

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**Jeremy Hedges, Deputy Director, Legislative Affairs, TED** gave an update on the hiring status of the Talent Development Liaisons (TDL) who will be meeting with the MEDC Business Development Managers (BDM) to acclimate themselves in Retention and Growth activities across the state. The TDL role will complement the role of MEDC BDM to provide resources and connections into talent development activities across the state.

The GoingPro process (formerly the Skilled Trades Training Fund) is now live. Application period for FY19 opens Wednesday, September 12, 2018 and closes Wednesday, October 3, 2018. Information on GoingPro can be accessed at <https://www.going-pro.com/>

Hedges showcased the new ChooseMichigan website targeted at attracting talent by highlighting opportunities and what it's like to live and work in Michigan. The initial pilot cities for the launch are

Grand Rapids, Detroit, and Ann Arbor, with other cities coming soon. Start exploring now at:

<https://www.choosemichigan.org/>

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**Josh Hundt, MEDC Chief Business Development Officer** gave an update on Site Readiness. The goal is to develop and implement a best in class site readiness program in order to provide industrial sites that are “shovel ready” for business attraction and business growth projects.

See the detailed information at MEDC’s website:

<https://www.michiganbusiness.org/services/partners/cdc-documents/>

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Valerie Hoag, Senior Advisor, MEDC is the lead on Site Readiness, she can be reached at

[hoagv@michigan.org](mailto:hoagv@michigan.org).

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**Nicole Whitehead, Director, Sales Operation & Services, MEDC** gave an update on the RFP process.

CDC leads provided feedback that have been included in the process moving forward. Some feedback items included:

- Providing training on how to use ZoomProspector. Training will be scheduled in the near future.
- Coordinating a secret shopper to evaluate the strength of the responses to RFP and site visits. MEDC is evaluating resources needed to complete the secret shopper and information will be provided once it has been collected.
- Providing industry sheets. This link provides some industry sheets and information on the cost of doing business in Michigan.
  - <http://admin.zoomprospector.com/ActiveNeed/Report/9cae9bc6-a0be-4621-ba2b-c38acde08af2>

Please contact Nicole Whitehead at [whiteheadn@michigan.org](mailto:whiteheadn@michigan.org) with any questions or additional feedback.

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