

Notes from February 27, 2018 CDC Meeting

Attendees

MEDC Staff: Jeff Mason, Josh Hundt, Christine Roeder, Keli Edmonds, Greg Tedder, Katharine Czarnecki, Emily Guerrant, Lynne Feldpausch, Dave Greco, Roger Curtis

CDC Members: Birgit Klohs, Rob Cleveland, Bill Raymond, Diane Rekowski, Matt Macauley, Jennifer Owens, John Avery, Justine Robinson, Janice Karcher, Jim McBryde, Paul Krutko, JoAnn Crary, Peter Chapman, JP Rhea, Bob Trezise

Josh Hundt, MEDC Chief Business Development Officer gave an update on the Vetted Sites Committee meeting held on February 23, 2018. The committee is looking to identify 10 premier sites, and hiring a 3rd party firm to assess uses of those sites. The MEDC is internally looking at other states to see what they're doing, funding ideas, utility studies, and partnering with City of Marshall (Marshall site comes up frequently) for next steps. The committee will come back together within the next two months.

David Greco, MEDC Legislative Director, gave an update of the current bills the MEDC is following. View detailed list of those bills in the presentation section.

Jeff Mason, MEDC President & CEO, gave an update of the FY19 proposed budget recommendation from the Governor – representing a 6% General Fund budget cut overall. The majority of the General Fund will be spent on roads and Michigan Talent and Economic Development programs. MEDC FY17 General Fund budget is \$115M.

Mason went into the rollout of the Marshall Plan, stating that the skilled workforce shortage is a major constraint on growing the Michigan economy. TED Director Roger Curtis will be presenting on this subject later in the meeting but again reiterated the importance of the Marshall Plan.

Mason asked for feedback on the recently shared MEDC Travel and Event Planning calendar. Justin Robinson requested that we go beyond FY18 and include the 4th quarter of 2018. Hundt stated the calendar will be updated monthly and we'll include all events scheduled for 2018 going forward.

Emily Gerkin Guerrant, Sr. Vice President, Marketing and Communications; and David Greco, MEDC Legislative Director gave an update on Pure Impact Messaging. This Pure Impact will include how to explain what the MEDC does in a short, concise and articulate way. Marketing materials will be regional and localized to show impact in specific areas with generic materials for local partners. Jennifer Owens, President of Lakeshore Advantage, recommended MEDC look at districts that may not have the job creation projects (ie, bedroom community), but consider the citizens in that area highly impacted by

good economic development opportunities created nearby. Guerrant took note and will consider this when creating materials.

Guerrant gave an update from the October and January meeting regarding Marketing materials for our partners. Maggie Cox, Marketing Specialist sent a survey to the CDC early February to determine what materials are most valuable to our Partners. A BOX Folder is being set up now with marketing materials, talking points, photos, and videos that have been requested in the survey and during our last two meetings. Guerrant will provide the final information to Keli Edmonds, Partner Relationship Liaison, who will share with the CDC.

Guerrant gave an update on the 3rd party research consultant, DCI. Research was conducted on graduate information such as where students plan to go after graduation, why they want to live in a specific state, etc. Michigan is currently losing 36% of our graduates to other states. Research showed many graduates from other states won't consider Michigan because of pay, but are not considering cost of living comparisons. This research comes from 6 competitive states, including IL, IN, OH, GA, TX and CA. TED research shows high paying jobs are the #1 reason students move to other states. Guerrant will have Edmonds share with the CDC once fully completed.

Greg Tedder, Chief Community Development & Marketing Officer; and Katharine Czarnecki, Sr. Vice President, Community Development led discussion on the housing issues currently facing Michigan. They provided information on the "Request for Proposal for Workforce Housing in Michigan" amendment (see presentations section).

Roger Curtis, TED Director gave an overview of the Marshall Plan rolled out on Thursday, February 22, 2018 by Governor Snyder. Marshall Plan documents were shared with the CDC on Friday, February 23, 2018 and can be reviewed at www.michigan.gov/marshallplan). Discussion began on talent attraction and what the state is doing. Roger stated a talent attraction plan is in the works.

Items from Roger:

- Article – "Preparing Students to Lose Their Jobs" (see presentations section)
- Governor Snyder Articles on the Marshall Plan
 - The Revolution has Started. Now Michigan must lead it
<http://www.bridgemi.com/guest-commentary/revolution-has-started-now-michigan-must-lead-it>
 - Gov. Rick Snyder has a plan to get 800,000 Michiganders \$60k jobs
http://www.mlive.com/news/index.ssf/2018/02/gov_rick_snyder_has_a_plan_to.html
 - Skills over degrees: Snyder's vision to 'revolutionize' Michigan's approach to education
<http://www.craigslist.com/article/20180222/news/653611/skills-over-degrees-snyders-vision-to-revolutionize-michigans-approach>
 - Snyder promises \$100 million for new talent development programs
<https://www.freep.com/story/money/2018/02/22/snyder-promises-100-million-new-talent-development-programs/365001002/>

- Gov. Rick Snyder: Marshall Plan investment will make Michigan the national model in developing and attracting talent https://www.michigan.gov/ted/0,5863,7-336-85008_85270-461001--,00.html
- Snyder unveils \$100M 'Marshall Plan for Talent' <http://www.detroitnews.com/story/news/politics/2018/02/22/snyder-marshall-plan-talent-jobs/110718920/>
- Editorial: Make Michigan a talent powerhouse <http://www.detroitnews.com/story/opinion/editorials/2018/02/24/make-michigan-talent-powerhouse/110796010/>
- Column: We can lead in talent retention <http://www.detroitnews.com/story/opinion/2018/02/25/michigan-talent-leader-retain-education-snyder/110839262/>