

Michigan Economic Development Corporation  
**Executive Committee Meeting Minutes**  
Tuesday, May 21, 2013  
10:00am to 12:00pm  
Community Foundation Building,  
500 South Saginaw Street, Suite 200, Flint, MI 48502

**Members Present:**

David Armstrong  
Mary Lou Benecke  
Robert S. Collier (arrived at 11:09)  
Steven D'Arcy  
Stephen Forrest  
Paul Hillegonds  
Chris MacInnes

Greg Northrup  
Chris Rizik  
Doug Rothwell (Chair)  
Anmar Sarafa (arrived at 10:23)  
Marilyn Schlack  
Dayne Walling

**Members Absent:**

John Rakolta  
David Sowerby

**Members on the Phone:**

Elizabeth Ardisana  
Jeff Metts  
Jeffrey Noel

Robert S. Collier (until 11:09)  
John Brown

**MEDC Staff Present:** Michael Finney, Steve Hilfinger, Amy Cell, Leslie Hornung, Carsten Hohnke, Gary LaRoy, Jennifer Nelson, Douglas Smith, Amy Banninga, Lynne Feldpausch, Minesh Mody, Candice Braddock, and Khalfani Stephens.

**Call to Order**

Mr. Doug Rothwell called the meeting to order at 10 am. The meeting was held at the Community Foundation Building, 500 South Saginaw Street, Suite 200, Flint, Michigan, 48502.

**Public Comment**

Mr. Rothwell asked if anyone in attendance would like to provide public comment. No one offered public comment.

**Presentations from Flint Leaders**

Mayor Dayne Walling introduced Ms. Cathy Horton, President of the Community Foundation of Greater Flint. Ms. Horton discussed the mission of the organization and their partnership with the Uptown Development Group.

Ms. Janice Karcher of the Flint and Genesee Chamber of Commerce outlined a new advertising campaign and reported on the revitalization of four city blocks downtown. Ms. Karcher highlighted several community projects including the New Life Ministries project that is collaborating with the Community Ventures program to train and employ structurally unemployed workers.

Mr. Sarafa arrived.

**Chairman's Report:**

Mr. Rothwell presented the minutes for approval, with the notation that Steve Hilfinger should be added to the names of MEDC Staff Attending the March 19 meeting. A motion was made to approve the March 19, 2013 minutes as amended. It was moved by Marilyn Schlack, and seconded by Chris MacInnes. Motion passed unanimously.

Mr. Rothwell led a discussion of the agenda for the July meeting and annual retreat. He suggested a review of the previous years' SWOT Analysis in a roundtable format and also suggested the board work together to develop better metrics and performance targets.

Mr. Rothwell asked members to join a workgroup to prepare for the July meeting. David Armstrong, Chris MacInnes, Greg Northrup, Chris Rizik and Doug Rothwell joined the work group. Amy Banninga and Carsten Hohnke will coordinate the work of the group.

**CEO Update:**

Mr. Finney discussed the progress on the fiscal year 2014 budget. Discussion ensued regarding ways to support priorities and provide stronger factual data to bolster the case for budgetary support.

Mr. Collier arrived.

Mr. Finney reviewed the MEDC Executive Report included in the packet and discussed major highlights.

Mr. Hilfinger reviewed the updated MEDC organizational chart and explained the rationale behind the changes.

Mr. Hohnke presented the preliminary results and recommendations of the comprehensive review of MEDC programs. More review will be undertaken before recommendations will be finalized.

Ms. Hornung presented the new Pure Michigan Business Marketing campaign.

Mr. Rothwell left the meeting at 11:55.

Mr. Rizik adjourned the meeting at 12 pm.