

Michigan Economic Development Corporation  
**Executive Committee Meeting Minutes**  
July 23, 2013  
9:00 a.m. – 3:00 p.m.

**Members present:**

Lizabeth Ardisana  
John Brown  
Robert S. Collier  
Stephen D'Arcy  
Stephen Forrest  
Paul Hillegonds  
Chris MacInnes  
Jeff Metts

Greg Northrup  
Jerry Poisson  
John Rakolta  
Chris Rizik  
Doug Rothwell  
Anmar Sarafa  
Dayne Walling

**Members Absent:**

David Sowerby  
David Armstrong  
Mary Lou Benecke

Marilyn Schlack  
Jeff Noel

**MEDC Staff Present:** Michael Finney, Candice Braddock, Amy Cell, Lynne Feldpausch, Steve Hilfinger, Carsten Hohnke Leslie Hornung, Minesh Mody, Jennifer Nelson, Doug Smith, and Jennifer Tebedo

**Call to Order**

Mr. Doug Rothwell called the meeting to order at approximately 9:05 a.m. The meeting was held at Bavarian Inn Restaurant, Alpine Room, 713 S. Main Street, Frankenmuth, MI.

**Public Comment**

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

**Chairman's Report**

Mr. Rothwell provided an overview of the agenda for the meeting, including brief staff presentations and a SWOT analysis that will be conducted by the members.

A motion was made to approve the minutes from the May 21, 2013 meeting. *It was moved by Chris MacInnes, and seconded by Rob Collier. Motion passed unanimously.*

**CEO Update**

Mr. Finney presented MEDC's program highlights encompassing MEDC's leading initiatives. As part of this update, Mr. Finney emphasized MEDC's legislative outreach initiative, executive committee member engagement in various events and our program rationalization efforts.

Ms. Hornung discussed our marketing efforts and provided an update on the new web site design.

Mr. Mody presented a resolution to amend the authorized signatures for fund and asset transactions. The signatories will be the President and CEO, the Executive Vice President and COO, the SVP, Administration or the equivalent position and the treasurer, with no less than two signatures required to execute transactions. *The item was moved by Paul Hillegonds, supported by Steve Forrest and passed unanimously.*

Ms. Tebedo presented the enhanced board briefing book and asked for feedback on board meeting management tools.

Mr. Hohnke discussed the process undertaken by staff to arrive at FY14 targets that will be approved by this body in September. Discussion ensued among the members regarding the targets and the overall impact they are having or will have on MEDC's long term goals.

Mr. Finney provided a report on accomplishments from the FY12 SWOT analysis.

### **SWOT Analysis**

The members broke out into three groups and discussed the SWOT of the MEDC. Each group provided a report to the entire Executive Committee and asked staff to summarize the SWOT and share with members for feedback. The members will decide on the priorities at the September meeting.

The meeting was adjourned at 1:40 p.m.