



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
Executive Committee Meeting Minutes

July 24, 2012

8:30 a.m.-2 p.m.

The Boulevard Inn and Bistro, 521 Lake Boulevard, St. Joseph

Members present: Lizabeth Ardisana
John W. Brown
Stephen D'Arcy
Jeff Metts
Jeffrey Noel
Christopher Rizik
Marilyn Schlack
David Armstrong
Mary Lou Benecke
Chris MacInnes
John Rakolta, Jr.
Doug Rothwell
Dayne Walling

Members absent: Robert S. Collier
Stephen Forrest
Kirk Lewis

Call in: N/A

MEDC staff present: Michael Finney, Douglas Smith, Minesh Mody, Jennifer Nelson, Carsten Hohnke, Mark Morante, Lynne Feldpausch, Janelle Arbuckle

Call to order

Mr. Doug Rothwell called the meeting to order at 8:30 a.m. The meeting was held at the Boulevard Inn and Bistro, 521 Lake Boulevard, Saint Joseph, Michigan, 49085.

Public comment

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



Chairman report

Mr. Rothwell began the meeting by explaining the purpose of the executive committee retreat. The executive committee and MEDC staff will break into three different groups to facilitate a SWOT analysis of the MEDC. Members will then report what they discussed to the rest of the group.

CEO report

Mr. Mike Finney gave a presentation regarding the state's economic development structure. He shared the seven areas of focus and the importance of alignment with other economic groups and state agencies. He reiterated that MEDC and state departments need to align with the governor's 10 point plan to ensure an equal partnership. He also indicated it is important to think of the board members' strengths and the vitality of their role in getting our message across to business leaders. Mr. Finney concluded with the importance of Pure Michigan as a brand.

After Mr. Finney's presentation, the executive committee and MEDC staff discussed how the Executive Committee can become better advocates for the MEDC and help simplify all the MEDC has to offer Michigan businesses. This led into a discussion that gave insight into the MEDC's strengths, weaknesses, opportunities and threats.

After each group presented, it was recommended that the executive committee needs to be more of an advocate for the MEDC and needs to educate the business community regarding incentives and assistance programs that will fuel growth and success. The key take aways for MEDC staff include: recognizing the skill sets of each executive committee member, utilizing their expertise, educating the business community of all MEDC has to offer, rationalizing the delivery of the product line, addressing threats and strategies, informing on legislative initiatives, and engaging executive committee members as appropriate.

Subcommittee updates

Mr. Carsten Hohnke presented the MEDC Scorecard update, which included topics of incented jobs and investment pipeline, total jobs and investment by stage; FY12 success stories, Pure Michigan Business Connect (PMBC) program detail, and PMBC value added outcomes. He also went through the current MEDC strategy, outcomes, what our customers are saying, return on investments, MEDC SWOTs, and adjustments for FY13.

Ms. Lynne Feldpausch presented the employee engagement overview. The objective of the presentation was to review employee perception of their job and engagement across the State of Michigan. She explained that it is important to foster an environment where people want to work and stay. The MEDC is developing a plan to address opportunities for greater engagement.

The meeting and presentation adjourned at approximately 1:30 p.m.