



**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

**Executive Committee Meeting Minutes**

**November 13, 2012**

**10 a.m. – 12 p.m.**

**DTE Energy, One Energy Plaza, Detroit, MI 48313**

**Members present:**

Lizabeth Ardisana  
Stephen D’Arcy  
Christopher Rizik  
John Rakolta, Jr.  
Doug Rothwell  
Stephen Forrest  
Paul Hillegonds  
David Sowerby  
Jeff Metts  
David Armstrong  
Mary Lou Benecke  
Dayne Walling  
Greg Northrup  
Chris MacInnes

**Members absent:**

Christopher Rizik  
David Armstrong  
Dayne Walling  
Greg Northrup  
Jeff Metts  
Kirk Lewis  
Stephen Forrest

**Member calling in:**

Anmar Sarafa

**MEDC Staff Present:**

Michael Finney, Steve Hilfinger, Jennifer Nelson, Minesh Mody, Doug Smith, Amy Cell, Leslie Hornung, Lynne Feldpausch, Carsten Hohnke, Martin Dober, Alice Florida

**Call to Order:**

Mr. Doug Rothwell called the meeting to order at approximately 10:05 a.m. The meeting was held at DTE Energy, One Energy Plaza, Detroit, Michigan 48313.

**Public Comment:**

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

**Chairman’s Report:**

A motion was made to approve the minutes from the September 19 meeting. First: Steve D’Arcy; Second: Lizabeth Ardisana Yays: all. Nays: none. Passed unanimously.



Mr. Doug Rothwell presented the calendar 2013 meeting dates. A motion was made to approve the meeting dates. First: Chris MacInnes; Second: Dayne Walling Yays: all. Nays: none. Passed unanimously.

**CEO Report:**

Mr. Carsten Hohnke presented a draft overview of staff's and the strategic planning subcommittee's efforts around Pure Michigan Focus, an effort to focus the seven strategic initiatives to improve communication of the MEDC's objectives, staff engagement, and program effectiveness. He indicated that we will continue to gather input from staff, leadership and partners to focus and execute on the corporate objectives.

Mr. Hohnke then presented an update on our Voice of the Customer initiative. He discussed the customer segments we are surveying, the results to date, and recommendations to improve customer satisfaction and advocacy. Discussion ensued among the members and a recommendation was made to focus on those recommendations that will provide the greatest rate of return for customer satisfaction and advocacy for Michigan.

Mr. Michael Finney discussed plans to hold a statewide economic summit in March. We are coordinating our efforts with the Governor's Office and will keep members informed on the selected dates and key information.

Mr. Finney discussed his 14 goals and objectives that he will use in FY13 to measure the performance of his direct reports. He also introduced Leslie Hornung, SVP of Marketing and Public Relations.

Mr. Finney presented the MEDC and MSF's state FY14 and FY15 budget requests. The requests have been presented to the State Budget Office and the Governor. Our additional asks focus on job training, community revitalization and marketing.

**Closed Session:**

At approximately, 11:35 a.m., Mr. Rothwell requested that the committee move to closed session in order to discuss the CEO Evaluation

A motion was made to approve the Resolution Authoring Closed Session. First: John Rakolta, Jr.; Second: Mary Lou Benecke. Yays: all. Nays: none. Passed unanimously.

The Executive Committee returned to public session at approximately 12:10 p.m. and adjourned the meeting.