



# Management Team Meeting

Wednesday, May 18, 2016

2:00–4:00 PM

Tecumseh, Michigan

## Meeting Summary

**On the call:** Ron Hayes, Region 2 Planning Commission; Phil Santer, Ann Arbor SPARK; Conan Smith, Washtenaw County Board of Commissioners; Tim Lake, Monroe County Business Development Corporation; Steve Duke, Region 2 Planning Commission; Ken Hinton, Livingston County; Shanna Draheim, Public Sector Consultants; Annelise Huber, Public Sector Consultants; Laura from Livingston County (Presented).

## Updates, Project Timeline, and Upcoming Activities

### Management Team:

- Public Sector Consultants (PSC) will compile Laura's presentation into a highlight piece for the newsletter
- These meetings might require flexibility but generally will alternate between in-person meetings and shorter conference calls.
- The in-person meetings may be held in Chelsea for ease of access or possibly Ann Arbor (as okayed by Tim Lake).

### Technical Grants:

- Conan Smith gave a brief update on the next steps for the technical grants. The management team released the request for proposals (RFP) on the state's bid site for local governments, and sent it directly to several consulting firms, but received no bids to do the work.
  - Last week, PSC reached out to the Workforce Intelligence Network about their interest in helping with the MiBright Future grant; they will be submitting a proposal soon.
  - Conan indicated that the group should be actively recruiting organizations to pursue autonomous vehicle research and the integration of transportation priorities into land use plans projects. Although it was discussed that Region 2 might take the lead on the transportation project, the group agreed it would be better to have an outside organization lead that effort.
  - The group also talked about Ann Arbor SPARK applying to lead the autonomous vehicle project, as long as Phil recuses himself from the decision-making process.
  - Conan requested that PSC and the management team recirculate the technical grant RFP more widely to see if they could get additional interest.

## Branding

- Tim: Important in this branding effort (more so than a website necessarily) is to hit social media harder to push GAAR out all over

- See how we can help each area with the resources that the communities actually need
- MEDC – Pure Michigan Business Connect Summit – August 4<sup>th</sup>
- Conan Smith agreed that while most economic development people in the region are on board already with using GAAR for branding, the workforce development people may be more challenging to get on board.

PSC presented the idea of using the Greater Ann Arbor Region (GAAR) brand that already exists and is being used by economic developers in the region rather than creating an entirely new brand. The group discussed this idea and agreed to begin using the Greater Ann Arbor Region (GAAR) brand be used instead of Region 9.

that will be used to discuss regional identity and branding with stakeholders in the coming months. PSC will build on the discussions and work done to improve the Greater Ann Arbor region. The group felt that this brand is more focused on external audiences for economic development, and that there might be challenges to getting other constituents in the region (e.g., education, transportation sectors) to buy into it.

PSC will start with the feedback from the summit last November, and create a survey for regional stakeholders on brand and identity. The management team will receive a draft of the summary to review at the May meeting. After receiving the survey results, meetings will be scheduled around the region with stakeholder groups to share results and get further feedback.

## Next Steps

The next management team meeting will be Wednesday, May 18 in either Tecumseh or Chelsea. PSC will secure a location and confirm details, and send out appointments for all the 2016 management team meetings and conference calls. PSC will also attempt to have a standing location for all in-person meetings.