
NORTHWEST MICHIGAN COUNCIL OF GOVERNMENTS

Friday, April 15, 2011

MEETING MINUTES

Roll Call

Members present: Larry Inman, Mike Crawford, Frank Walterhouse (sub for Donald Tanner), Chris Christensen, Les Atchison, David Marshall, Stuart McKinnon, Jim Krolczyk
Members absent: Susan Rogers, Les Housler

Others present: Elaine Wood, Denise Culman, Janie McNabb, Charlene Schlueter, Matt McCauley, Darla Rowland, Jan Warren, Dave Adams

Call to Order

Larry Inman, Chair COG Board, called the meeting to order at 9:37a.m. on Friday, April 15, 2011 at the Holiday Inn, and welcomed everyone. Larry asked for a roll call, and introductions were made around the room.

Approval of Agenda

Larry asked any changes need to be to the agenda; hearing none he asked for approval.

Motion by S. McKinnon, supported by M. Crawford to approve the agenda as presented. Motion passed unanimously.

COG meeting minutes of February 2011

Larry asked if there were any changes needed to draft February 25, 2011 minutes, which were mailed earlier for review. There being none he asked for a motion to approve the minutes.

Motion by S. Atchison, supported by M. Crawford to approve the minutes from February 25, 2011 meeting. Motion passed unanimously.

Public Comment

No public comment

Financial Report

Charlene Schlueter, Chief Financial Officer, went over the financial report and asked if there were any questions. Questions were answered and Larry asked for approval from the Board.

Motion by M. Crawford, supported by S. McKinnon to accept the financial report as presented. Motion passed unanimously.

CEO's report

Elaine Wood, CEO, briefly went over a couple of highlights. PTAC department went through some rigorous certification process and they all achieved their national Certified Federal Contracts Manager designation.

There was another Hospitality training in Cadillac at McGuire's Resort, and three of the people were hired.

Most grant applications now are done collaboratively with other organizations. Right now there are 3 grant applications pending. The first one is to train people how to be independent, self-employed contractors over the

Internet to do jobs from companies around the world. For this grant the group of partners involved is: Ferris State University, Northwestern Michigan College, and West Central Michigan Works. The second federal grant is aligned with the Healthcare Skills Alliance, in partnership with Northwestern Michigan College and Grand Rapids Community College. The third is an Agriculture Skills Alliance, one of six programs to be gathered together into a statewide group to support green jobs creation. If obtained, it will allow for significant expansion of the agriculture-related training and new-farmer mentoring program.

There has been a lot of staff support for the Poverty Reduction initiative- Jan Warren has taken a very active leadership position.

The Regional Planning Department has New Economy training in partnership with Northern Lakes Economic Alliance, Manistee Alliance for Economic Success, Traverse Bay Economic Development Corp. and MSU Extension. Four workshops are in Manistee, Charlevoix, Traverse City, and Cadillac.

Chris Wendel, SBTDC Director, wrote an excellent paper "Rural Development in Michigan" which ties together all the rural economic development programs, what they do, and the role SBTDC plays.

Elaine has been active in drafting MPRI legislation with the Governor's office.

Matt McCauley has been providing technical assistance to the Wexford County community in a new initiative to develop an inter-governmental economic development organization. This is part of their Cadillac Area Job Creation Plan, which also includes the eventual creation of an incubation center.

Key staff hosted a luncheon in Cadillac to meet the new Baker College President, Kelly Smith. It was believed to have established a positive working relationship that will support future endeavors.

Workforce Development Board report:

- a. Northwest Michigan Works! membership card report
Janie McNabb, Director of Program Development & Community Relations, explained that the new swipe card was introduced in August and September 2010. The purpose was to track visits to the centers and which services are being used. As of the end of March there are 17,750 customers who visited the centers 50,165 times. Core services are the most widely used services at this time. Elaine added this was exciting to see the results because the 5 kiosk centers going in will be providing core services. It will save people driving time, gas, and make it easier to have access to services. Questions were answered.
- b. Federal WIA funding update
Elaine gave an update, explaining that as the Federal Government goes through the budget process for the current fiscal year '11 and developing their continuing resolution, it has been up in the air as to what would happen with the funding for the Workforce Investment Act (WIA). It has finally settled, and the agency will have a 10% cut in funding for WIA programs this year. COG will be working with the Workforce Development Board on recommendations for how to absorb the cut. It will not impact the plans for the additional kiosk stations going in the 5 counties. At the next meeting in June a report will be given on the steps taken for the cut. Questions were answered.
- c. Northwest Michigan Works! Annual Report
Dave Adams, Chair of the Workforce Development Board, went over the Annual Report and emphasized the performance record, as well as how important the return on investment is to the counties and the government. A new poster campaign called Career Spotlight was introduced in the schools; it highlights a business and what skills and education will be needed to obtain a job in that particular field. The first poster in the series is for manufacturing. There will be other businesses featured.

Dave asked board members to put Beaver Island retreat on their calendars for August 31st and September 1st. Stafford's will be doing the food again this year.

He also said invitations for the BI Lighthouse School graduation have been sent out and it's a very touching ceremony. He asked commissioners to please try and attend. Questions were answered.

Regional Planning & Economic Development

a. CEDS survey results

Matt McCauley, Director of Regional Planning & Community Development, said the US Department of Commerce-Economic Development Administration considers COG an Economic Development District, and as such, they require on an annual basis the Comprehensive Economic Development Strategy (CEDS). It's a planning exercise to talk about the economic goals for the region, along with specific projects that will further those goals. This is also the mechanism to acquire EDA funding for community development projects. In order for counties to receive Federal funding a project needs to be listed in the CEDS document, which can be updated throughout the year. Through an intensive process of strategic engagement with state partners, 5 key goals have been identified and prioritized for the regional economic development. The completed CEDS document will be at the June board meeting for review and consideration for approval. Questions were answered.

b. Benchmarks Northwest – a regional dashboard

Matt explained Benchmarks Northwest is a community planning and monitoring tool that assesses quality of life conditions in Northwest Michigan communities. It was completed in 2004 as a result of the data provided by the 2000 Census. Because the 2010 Census does not provide for the same level of data that the 2000 Census did, NWMCOG staff is working toward a report model that can be updated annually and to a county level. At the same time COG staff is working to incorporate a “dashboard” format that is being sought by Governor Snyder. A sample of a benchmarks report was shown. Questions were answered.

c. Networks Northwest report

Matt explained that through various avenues of input, staff found that many communities were interested in a web presence but found it was cost prohibitive. Networks Northwest was developed to provide a central communication forum for local units of government. It is a free website available to all units of government in the 10 counties of Northwest Michigan. Those who sign up for membership will have the exclusive ability to control the information related to their unit of government. NWMCOG will have training available for those who sign-up. Elaine added at one of the BI retreats the concept was much broader than what is being presented for units of government. The concept was a communications piece beyond government to someday have a Networks Northwest site for business to business linkages, and other applications as well. Questions were answered.

d. Munetrix

Matt said Munetrix is very similar to Networks Northwest in that it is providing specific financial information for each unit of government, accessible on its website. Throughout the state Munetrix is working with the regions in providing localized data relevant to their specific audits and financial information. It is all public data and it's a comprehensive system of bringing it together. Northeast and Southeast region have this tool in place and NWMCOG is implementing it within the next couple months. COG will pay for the access fees. If a community wants to use, the value added forecasting piece, there will be an additional subscription cost, but the rate is less if handled as a region. Questions were answered.

Michigan Prisoner Re-Entry Initiative issues

Elaine explained how the MPRI in the last 5 years has reduced recidivisms (returns to prison) from about 50% to 33%. It costs the taxpayers \$33,000 a year to keep someone in prison, so when they do not return to prison it not only saves money but keeps the community safer and the person becomes a productive member of society. On March 23rd, as a result of an audit at Department of Corrections, the department issued extremely restrictive financial guidelines that would have essentially ended the program as we know it. The 18 MPRI Administrative Agencies had been asking for financial and service parameters for several years, but had not had any input on the March 23 issuance. Across the state, legislatures and MPRI Directors were very upset. After letters and meeting with the

Governor's staff to explain the situation, a letter of apology was sent from DOC and the cost parameters were rescinded. Now a process is underway to work together to develop cost parameters that satisfy both DOC and the local administrative agencies. It is too early to predict the outcome.

Correspondence

Correspondence was included with the packet.

Adjourn

The meeting was adjourned by consensus at 11:50 a.m. to attend the awards ceremony.

Respectfully submitted,

Denise Culman

Denise Culman
Recording Secretary

*Please
check off your name*

Sign In Sheet

Council of Governments Board

- | | | | |
|-------------------------------------|-----|--------------------------|---------------------|
| <input checked="" type="checkbox"/> | 1. | Crawford, Mike..... | Antrim County |
| <input type="checkbox"/> | 2. | Tanner, Donald..... | Benzie County |
| <input checked="" type="checkbox"/> | 3. | Christensen, Chris | Charlevoix County |
| <input checked="" type="checkbox"/> | 4. | Atchison, Les..... | Emmet County |
| <input checked="" type="checkbox"/> | 5. | Inman, Larry..... | Gr. Traverse County |
| <input checked="" type="checkbox"/> | 6. | McKinnon, Stuart | Kalkaska County |
| <input checked="" type="checkbox"/> | 7. | Marshall, David..... | Leelanau County |
| <input checked="" type="checkbox"/> | 8. | Krolczyk, Jim | Manistee County |
| <input type="checkbox"/> | 9. | Rogers, Susan..... | Missaukee County |
| <input type="checkbox"/> | 10. | Housler, Les..... | Wexford County |

Others - Sign In Here

#	Name	Organization
1	Frank Walterhouse	Benzie County Alternative for COG Board
2	Matt McCauley	NWMCOG
3	Janie McNabb	NWMCOG
4	Charlene Schlueter	NWMCOG
5	Darla Rowland	NWMCOG
6	Elaine Wood	NWMCOG
7	Denise Culman	NWMCOG
8	Jan Warren	Michigan Works!
9	Dave Adams	WDB Chair
10		
11		

April 15, 2011