



Antrim County Economic Development Corporation



*Mission Statement: Retain, expand, and promote County-wide
economic growth and stability*

MEMBERS

Sherry Comben
12/31/2026

Peter Garwood
12/31/2025

Cherie Hogan
12/31/2027

Rachel Krino
12/31/2027

Dawn LaVanway
Annual Appointment

Kathleen Peterson
12/31/2026

Tim Timmer
12/31/2028

Christy Wilson
12/31/2028

Vacancy
12/31/2026

STAFF

Jeremy Scott
County Administrator

Janet Koch
Deputy Administrator

Tina Schrader
Administrative Asst.

Margie Boyd
Secretary

OFFICE ADDRESS

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Bellaire, MI 49615

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SPECIAL ASSISTANCE

If you wish to attend a meeting and require special assistance, please contact the Administration Office.

The Antrim County Economic Development Corporation meeting is scheduled for

Tuesday, August 15, 2023 at 9:00 a.m.

Antrim County Building
Board of Commissioners Room
203 East Cayuga Street, Bellaire, Michigan

AGENDA ITEMS:

1. Call to Order
2. Public Comment
3. Approval of Minutes – [July 18, 2023](#)
4. Appointments
 - a. Venture North – Annie Olds (9:00)
 - b. Antrim Foundation – Louise Wenzel (9:30)
5. Strategic Planning
6. Various Matters / Roundtable Updates
7. Public Comment
8. Adjourn

If you have any questions, concerns, please contact the Administration and Planning Office at 231-533-6265.
We appreciate your cooperation in this matter. Thank you



Memorandum Administration Office

June 20, 2023

TO: Antrim County Economic Development Corporation

FR: Administration Office

RE: Approval of Minutes (7/18)

You received the minutes from the July 18, 2023 Economic Development Corporation meeting via electronic communication on August 10, 2023. If there are no corrections to those minutes, please consider the following action:

Motion by _____, seconded by _____ to approve the minutes of the July 18, 2023 meeting as presented.



Antrim County *Administration Office*

August 15, 2023

TO: Antrim County Economic Development Corporation

FR: Janet Koch, Deputy Administrator

RE: Strategic Planning Review

The following six pages is a text draft of the EDC's 2024 Strategic Plan. If the EDC approves, or approves with minimal revisions, this will be brought back to the next meeting in final presentation form.

Below is an EDC 2024 agenda template for the EDC that falls out from the current proposed strategic plan:

January

- Presentation from business attraction & economic development partners
- Inventory of potential property redevelopment sites
- Discussion of purchasing a property for redevelopment
- Discussion/review of EDC Facebook metrics
- Review of FAQs on EDC webpage

February

- Business owner meeting program
- Presentation from health care experts
- Resource identification/reporting

March

- Business Connector series
- Broadband – review engagement with partners / projects
- EDC webpage review

April

- Housing presentation from partner(s)

May

- Presentation from child care experts

June

- Infrastructure presentation from county staff, local units, etc.
- Work on public Brownfield presentation
- Review need for infrastructure mapping

July

- Presentation from business attraction & economic development partner
- Review of FAQs on EDC webpage
- Work on public Brownfield presentation

August

- Business owner meeting program
- Presentation from health care experts
- Resource identification/reporting
- Work on public Brownfield presentation

September

- Business Connector series
- Broadband – review engagement with partners / projects
- EDC webpage review
- Work on public Brownfield presentation

October

- Housing presentation from partner(s)
- Work on public Brownfield presentation

November

- Update on TCE plume status
- Work on public Brownfield presentation
- Assess need for a public survey
- Review of EDC link on websites of LUGs
- Assess EDC impact on local businesses
- Assess efforts with chambers & partners

December

- Finalize public Brownfield presentation
- Review strategic plan

Antrim County EDC: 2024 Strategic Plan

Organizational Objectives

OO.1 Communication: Effectively communicate with the Board of Commissioners, county Staff, program partners, public, etc. on EDC goals, objectives, and areas of opportunity.

PRIORITY: High

TIMELINE: Ongoing

Action Items

- OO.1.1 The EDC Chair will attend County Board of Commissioner meetings twice a year to report on economic development in the county along with EDC Board activities. Additional EDC members are encouraged to attend the presentations.
- OO.1.2 Develop an elevator speech to be used by members while in the community and establish guidelines regarding representation of the EDC at outside community meetings.
- OO.1.3 Create an inventory matrix of EDC members and their memberships with other organizations. Provide opportunity during regular EDC meetings for related updates in a Roundtable agenda item.
- OO.1.4 Publish newsletters/bulletins on a regular basis. Alternatively, announce presentations to the EDC in the County-wide *Bulletin*.
- OO.1.5 Develop a comprehensive contact list for information distribution.
- OO.1.6 Request the townships, villages and/or chambers include an EDC link on their website.

OO.2 Resource Access: Promote materials, opportunities, and resources gained through the EDC by providing links, email blasts, social media posts, local unit of government meetings, and other avenues in which communicating to the people of Antrim County is available.

PRIORITY: High

TIMELINE: Ongoing

Action Items

- OO.2.1 Identify resources and information key to economic development. Create a system for EDC members to monitor and report on the specific resource.
- OO.2.2 Review the EDC section of the county's website regarding missing links and information about resource and submit to the Administration Office.
- OO.2.3 Establish a Facebook page that would share important local, regional, and statewide opportunities and updates regarding economic development opportunities.
- OO.2.4 Develop a most frequently asked questions/answers.

Organizational Objectives (continued)

OO.3 EDC Evaluation: After establishing goals and objectives for the EDC, develop a process and timeline for evaluating progress.

PRIORITY: High

TIMELINE: Ongoing

Action Items

OO.3.1 Establish a timeline for each goal based on low, medium, high priority.

OO.3.2 Establish a metric evaluation on actionable items.

OO.3.3 After a number of actionable items have been completed, conduct a survey of area businesses, service organizations and governmental bodies, ask questions regarding EDC.

OO.3.4 Review strategic plan annually.

OO.4 Collaboration: Encourage involvement from County leadership, program partners, business, and community leaders to engage in the future development of Antrim County and work through hurdles or roadblocks preventing successful economic development.

PRIORITY: High

TIMELINE: Ongoing

Goals

OO.4.1 Continue to work with area chambers.

OO.4.2 Continue to work with businesses to understand the needs of each industry.

OO.4.3 Continue to work with NLEA, SBDC, SCORE, Network Northwest, MEDC, MDARD, Venture North, Housing North, and more.

Community & Human Services

CHS.1 Affordable housing: Promote and advocate housing initiatives by providing access to resources and education supporting the housing needs of Antrim County.

PRIORITY: High

TIMELINE: Visit monthly; adjust as needed.

Action Items

CHS.1.1 *EDC Education* – Presentations from partner agencies on various housing topics.

CHS.1.2 *Resource Access* – Provide links to housing partner agencies on EDC or County website.

CHS.2 General needs of growing population/health facilities: Understand Antrim County’s needs of the growing population and status of health facilities.

PRIORITY: Medium

TIMELINE: Bi-annually

Action Items

CHS.2.1 *EDC Education* – Presentations from health care industry experts to gain an understanding of what is available to Antrim County residents of all ages and income, what is needed or missing, and plans to address the growing needs for the future.

CHS.3 Childcare: Understand Antrim County’s childcare status and needs.

PRIORITY: Medium

TIMELINE: Bi-annually

Action Items

CHS.3.1 *EDC Education* – Presentations from childcare industry experts (United Way, Great Start Collaborative, etc.) to gain an understanding of what is available to Antrim County residents, program opportunities, what is needed for the county, and plans to address the growing needs for the future.

CHS.3.2 *Resource Access* – Provide links to childcare partner agencies on EDC or County website.

Business & Economic Development

BED.1 Broadband: Support ongoing efforts to expand broadband development.

PRIORITY: Medium

TIMELINE: Bi-annual review; adjust as needed

Action Items

BED.1.1 *EDC Participation* – Engage regularly with broadband partners to remain current on the status of broadband development and needs.

BED.1.2 *Broadband Support* – Work with broadband partners to provide support on funding opportunities, grant requests, and other action items brought to the EDC by broadband partners (if meets County objectives).

BED.2 Property redevelopment: Promote, reuse, and redevelop brownfield sites.

PRIORITY: Medium

TIMELINE: Annual project

Action Items

BED.2.1 *Site Identification* – Partner with industry expert organizations, local units of government, and consultants to identify and inventory potential sites for redevelopment. Prioritize which sites are best situated for redevelopment and work with partners to determine ownership interest, funding opportunities, and next steps for redevelopment.

BED.2.2 *Public Education* – Work with industry experts to conduct a public presentation to local units of governments, realtors, developers, and interested parties to learn about brownfield tools and how they can benefit properties in their communities.

BED.2.3 *Acting Developer* – Purchase an identified eligible property for redevelopment.

BED.3 Talent attraction and workforce development: Understand Antrim County’s talent and workforce status and needs for future growth.

PRIORITY: Medium

TIMELINE: Ongoing

Action Items

BED.3.1 *Partner Promotion* – Work with industry expert organizations (Michigan Works, local colleges, ISD’s, etc.) to promote area programs that provide growth for area businesses.

BED.3.2 *Resource Access* – Provide links to workforce development agencies on EDC or County website.

Business & Economic Development (continued)

BED.4 Business attraction & economic development: Understand Antrim County’s business climate status and needs for future growth.

PRIORITY: High

TIMELINE: Monthly; adjust as needed

Action Items

BED.4.1 *EDC Education* – Work with Northern Lakes Economic Alliance (NLEA) and area Chambers to understand Antrim County’s business makeup, challenges, growth opportunities, potential to diversify the County’s economy, etc.

BED.4.2 *Business Owner Meeting Program* – Two parts: 1. Invite Antrim County business owners to present to the EDC about their business (history, needs, etc.). 2. EDC Board members develop a list of questions to conduct in business check-ins.

BED.4.3 *Business Connector Series* – Conduct quarterly webinars that connect area small businesses and community resources.

BED.4.4 *Resource Access* – Provide links to business & economic development agencies on EDC or County website.

BED.5 Infrastructure: Understand Antrim County’s infrastructure (water, sewer, utilities, roads, etc.) and future growth needs.

PRIORITY: Low

TIMELINE: Bi-annually

Action Items

BED.5.1 *EDC Education* – Presentation from County departments and utility partners on what has been done, being done, and needs to be done.

BED.5.2 *Infrastructure Mapping* – Take inventory and map municipally owned infrastructure.

Environmental

- E.1 Preserve and Protect Natural Resources: Continue to recognize Antrim County's valuable natural resources by supporting and promoting area parks, trails, rivers, lakes, etc., encouraging responsible usage and direct intentional economic development growth areas.

PRIORITY: High

TIMELINE: Monthly; adjust as needed

Action Items

- E.1.1 *Plume Status* – Work with EGLE and other environmental experts to update the public on the status of the plume and mitigation activities. Promote access to plume materials available at the County building.
- E.1.2 *Resource Access* – Provide links to DNR, local conservation groups, trail systems, etc. on EDC or County website.

DRAFT