



BOARD OF COMMISSIONERS

1 S. Main St., 9th Floor
Mount Clemens, Michigan 48043
586-469-5125 FAX 586-469-5993
macombcountymi.gov/boardofcommissioners

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

THURSDAY, OCTOBER 14, 2010

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Adoption of Agenda
4. Approval of Minutes dated September 15, 2010 (previously distributed)
5. Public Participation (five minutes maximum per speaker, or longer at the discretion of the Chairperson related only to issues contained on the agenda)
6. **Regional Partnerships**
 - a) Report on Macomb/Oakland University Incubator (mailed)
7. **Community Development**
 - a) Update on Neighborhood Stabilization Program (mailed)
 - b) Monthly Report from Solid Ground (mailed)
8. **Planning**
 - a) Update on County-wide Trail Plan (mailed)
9. **Film**
 - a) Request Approval of "Template" Location Agreement for Filming (mailed)
10. **Tourism**
 - a) Report on Activities – Tourism Development Specialist (mailed)
11. **Agriculture**
 - a) Report on Activities – Agriculture Development Specialist (mailed)
12. **Administrative**
 - a) Authorization to Travel and Participate in Automation Alley Domestic Trade Mission to Orlando, Florida – Army Science Conference & Exhibition (November 28 – December 2, 2010) (mailed)
13. **Economic Development Events** (mailed)

• October 27	Tax Info for Sole Proprietors	SBTDC
• November 3	Starting a Business	SBTDC
• November 4	Business Legal Issues	SBTDC
• November 10	Fundamentals of Finance	SBTDC
• November 17	Taxes & Your Home Office	SBTDC
14. New Business
15. Public Participation (five minutes maximum per speaker or longer at the discretion of the Chairperson)
16. Adjournment

MEMBERS: Bruley-Co-Chair, Carabelli-Co-Chair, D. Flynn-Vice Chair, Brown, Mijac, Vosburg, Duzyj, Accavitti, Mocerri and Gielegghem (ex-officio)

MACOMB COUNTY BOARD OF COMMISSIONERS

Andrey Duzyj - District 1
Marvin E. Sauger - District 2
Phillip A. DiMarta - District 3
Toni Mocerri - District 4
Susan L. Doherty - District 5

Sue Rocca - District 7
David Flynn - District 8
Robert Mijac - District 9
Ken Lanpar - District 10
Ed Szczepanski - District 11

James L. Carabelli - District 12
Don Brown - District 13
Brian Brdak - District 14
Keith Rengert - District 15
Carey Torrice - District 16

Paul Gielegghem
District 19
Chairman

Kathy Tocco
District 20
Vice Chair

Joan Flynn
District 6
Sergeant-At-Arms

Ed Bruley - District 17
Dana Camphous-Peterson - District 18
Irene M. Kepler - District 21
Frank Accavitti Jr. - District 22

William A. Crouchman - District 23
Michael A. Boyle - District 24
Kathy D. Vosburg - District 25
Jeffery S. Sprys - District 26

6a

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Macomb/Oakland University Incubator Report from Dr. David Spencer, Executive Director of Macomb/Oakland University Incubator

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010 _____

Item #6a

PED 10-14-10

Distributed
→

MACOMB INCUBATOR

Technology Advancement SmartZoneSM of Sterling Heights



**MACOMB
INCUBATOR**

Macomb County Commissioners
October 2010 Update

**MACOMB
INCUBATOR**

SmartZone Status Achieved

The State of Michigan sanctions SmartZones to provide regional business development incubation, job creation and assistance in securing investment capital for client companies.

Technology Advancement SmartZone of Sterling Heights – Macomb-OU INCubator established in 2008-09

**MACOMB
INCUBATOR**

SmartZone Partners

- ***City of Sterling Heights***
- ***Macomb County Planning & Economic Development***
- ***Oakland University***
- ***Michigan Economic Development Corporation***

MACOMB INCUBATOR

Sector Focus

- Target Clients: Early Stage, Growth Stage & Mature Companies
- Areas of Commercialization & Capital Investment Strategic Interest:
 - Defense, Homeland Security and Clean Energy*
 - & Advanced Manufacturing*
 - Robotics, Unmanned Systems & Autonomous Systems
 - Embedded Systems
 - Clean Energy Defense Applications
 - Advanced Manufacturing Defense Applications

MACOMB INCUBATOR

Milestones

- Launched incubator at temporary 14 Mile Road Sterling Heights location July 20, 2009. More than 30 growth stage defense sector companies have located there.
- 4 early stage incubator client companies have located at the 14 Mile temporary incubator location and 3 of those companies have indicated an interest in considering relocating to the new 18 Mile Road location.
- Over the last 18 months, Macomb-OU INCubator has engaged 18 early and growth stage companies by providing accelerator services and commercialization and capital investment services. Approximately 25 new jobs have been created.

MACOMB INCUBATOR

Milestones

- 6 early stage companies received micro loans ranging from \$25,000 to \$50,000 with direct assistance of the incubator staff. Total amount awarded for micro loans was \$255,000. 5 of the 6 companies are considering locating in the new incubator building.
- A 37,000 square foot building on 12 acres has been secured as a donation to Sterling Heights to be designated as the new Macomb-OU INCubator facility. Value of building and land approximately \$4 million. Cost to build was originally \$12 million.

MACOMB INCUBATOR

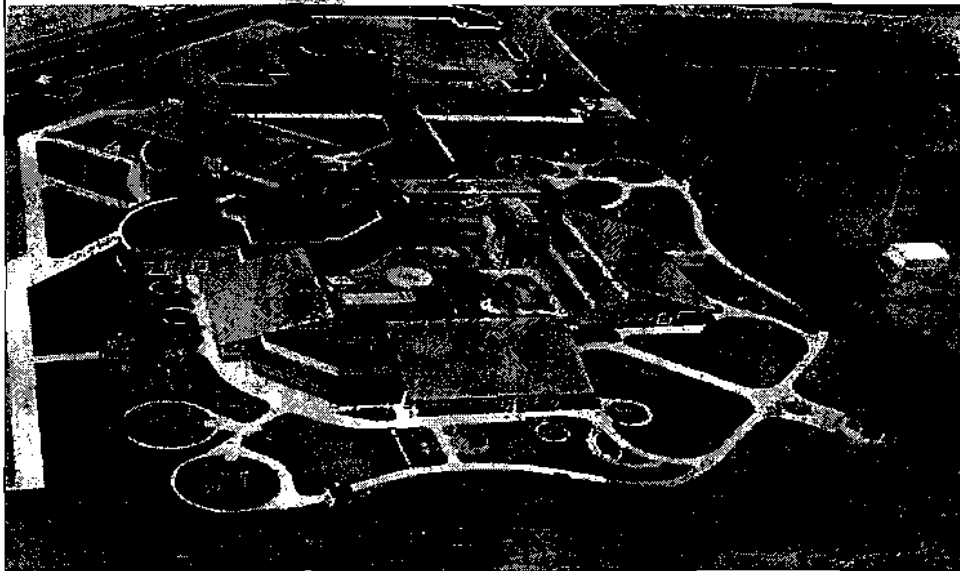
Milestones

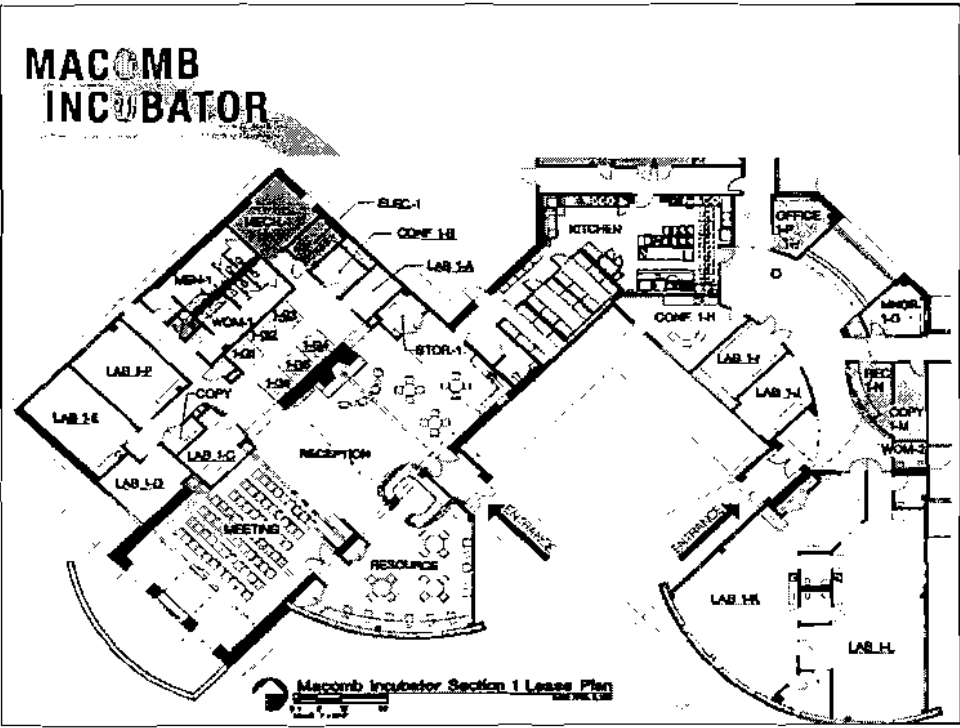
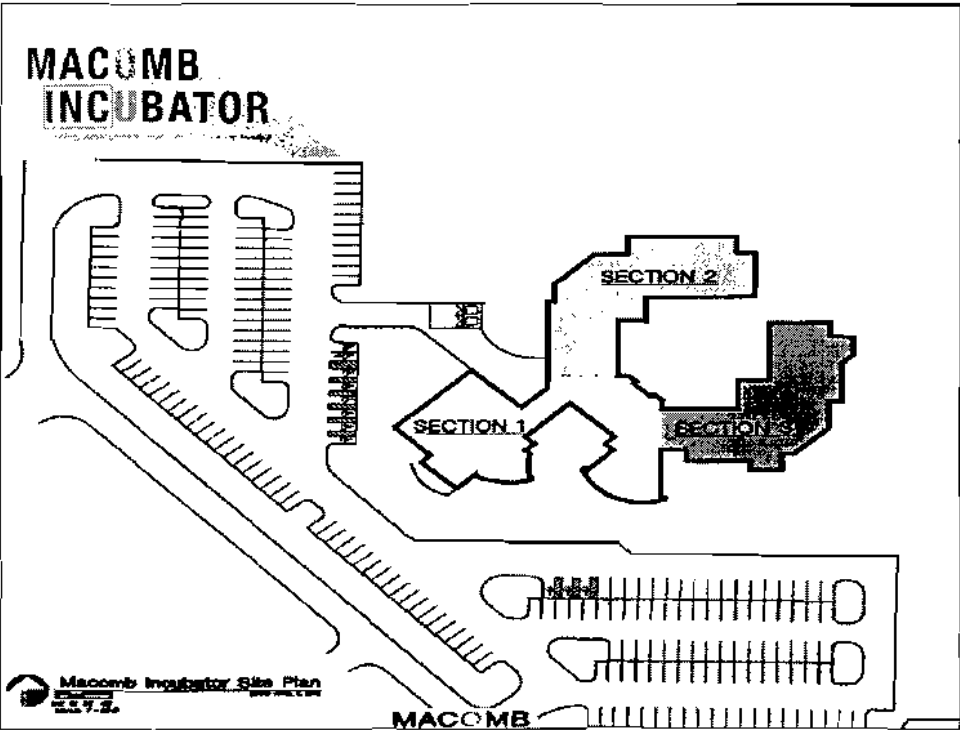
- *OU INC secured an in-kind furniture donation from HP/EDS in Lansing MI for the entire Macomb –OU INCubator facility. Estimated value of the used Herman Miller office furniture and equipment is approximately \$250,000.*
- Approximately \$2.7 million of grants and grant commitments has been secured from federal, state and foundation sources for building operations support, building remodeling, technology equipment and services and limited staff support.
- Current incubator staff includes:
 - 1 Full Time Executive Director
 - 1 Full Time Finance Manager
 - 1 Part Time Commercialization Advisor
 - 1 Part Time Capital Investment Advisor
 - 3 Part Time OU Paid Student Interns

**MACOMB
INCUBATOR**

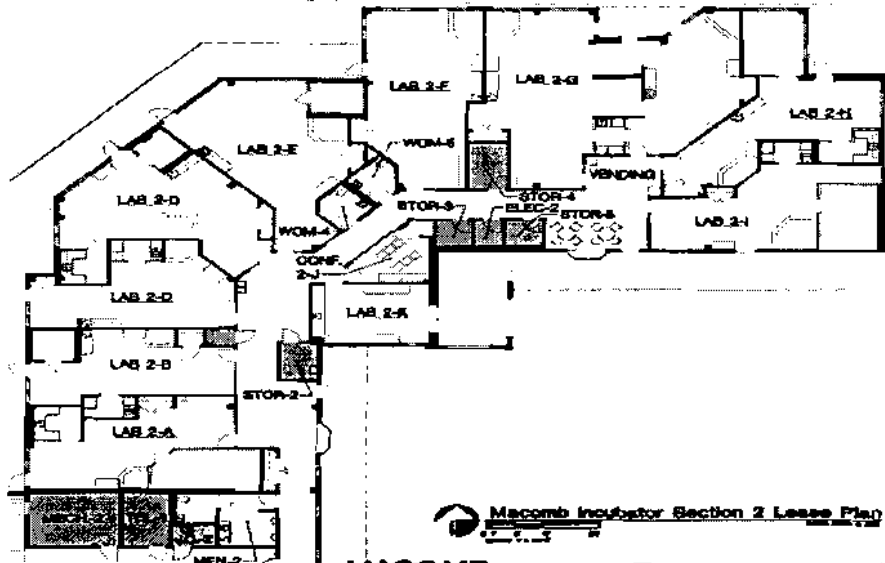
***A.J. Damman Co. Building Donation
To City of Sterling Heights
December 2009***

**MACOMB
INCUBATOR**

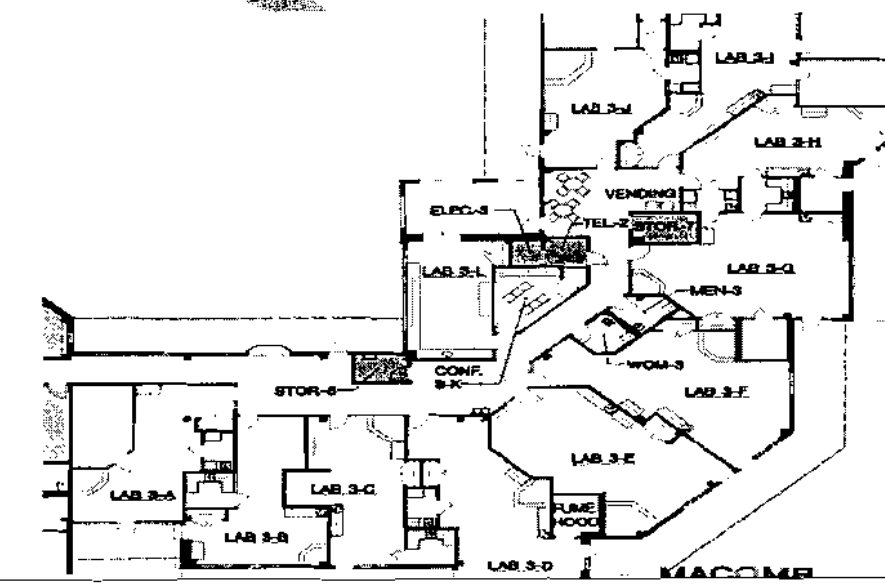




MACOMB INCUBATOR



MACOMB INCUBATOR



Early Stage Program

- **Early Stage Co.'s: (Tenant & Affiliate Clients)**
 - Concept to Product R&D
 - Commercialization & KCAB
 - Capital Investment & IRB
 - Tenant Office and R&D Space
 - Access to OU faculty, student interns & research staff
 - Networking, Events, Training and Industry Integration Assistance

Growth Stage Program

- **Growth Stage Co.'s: (Acceleration Services)**
 - Concept to Product R&D (Contracted Services)
 - Commercialization of Spin-Outs & New IP (Contracted Services)
 - Capital Investment Services for Spin-Outs & New IP (Contracted Services)
 - Anchor Tenant Office for Short-Term "Landing Pad Transition" Space (12-18 Month Lease, with goal of permanently locating growth company in City of SH or other locations in Macomb County)
 - Access to OU faculty, student interns & research staff
 - Networking, Events and Industry Integration Assistance

Mature Stage Program

- **Mature Stage Co.'s: (Acceleration Services)**

- Concept to Product R&D (Contracted Services)
- Commercialization of Spin-Outs & New IP (Contracted Services)
- Capital Investment Services for Spin-Outs & New IP (Contracted Services)
- Access to OU faculty, student interns & research staff
- Anchor Tenant Office (Longer Term Leases: "Skunk Works", Mentoring, Events and Financial Support To Augment Incubator Financial Sustainability)
 - On-Site New Product & IP Research & Development and "Skunk Works" projects
 - Assist Incubator With Commercialization Mentoring & Coaching Of Incubator Early-Stage Client Companies
 - Assist Incubator & Client companies With Networking, Events, Training and Industry Integration

Inquiry Screening Process



Target Sectors

- Defense
- Homeland Security
- Clean Energy
- Advanced Manufacturing

Screening Process

- Product Service Description
- Intellectual Property
- Competitive Advantage
- Management Team
- Value Proposition
- Customer Demand
- Sales & Mktg. Strategy
- Financial Statements with Associates Assumptions

Sub Processes

- Due Diligence
- Kitchen Cabinet Advisory Board
- Investment Review Board
- Technology Review

MACOMB INCUBATOR

Company Kitchen Cabinet Advisory Boards

- 10-12 member-volunteer advisory board
- Meets quarterly with designated client company
- Reviews the company's business plan milestones, financial performance and product/services development progress.

MACOMB INCUBATOR

Additional Services Providers

Macomb County
Planning & Economic
Development

OU Pawley
Lean Institute

Small Business
Technology
Development
Center

Lean Processes,
Practices &
Manufacturing -
"Concept To
Product"

Small Business
Library Resource
Center

Lead Events,
Training &
Education
Scheduling and
Support

MACOMB INCUBATOR

Additional Services Providers

Center for Robotics &
Unmanned Systems
OU School of Engineering &
Computer Science

Procurement Technical
Assistance Center, PTAC
Macomb Community College

Product R&D, Grants
and Contracts for
Services

Client Procurement
Services For Incubator
Defense Companies

OU Faculty &
Student Intern
Support for Client
Companies

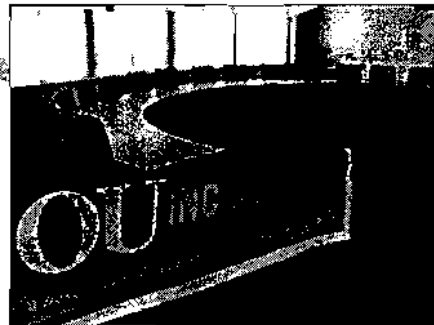
PTAC Training &
Education Programs

MACOMB INCUBATOR

OU INC Collaboratory

Merging electronic meeting
support with traditional group
facilitation methods:

- Improve group communication
- Consensus building
- Business & strategic planning
- Business process reengineering
- Quality improvement
- Focus groups



RECYCLABLE PAPER

7a

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Reccive and File the Status Report on the Neighborhood Stabilization Program (NSP)

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Monthly Report from Solid Ground

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010 _____

RECYCLABLE PAPER

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RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File October 2010 Update on the Status of Trail Projects along the Macomb County 70 Mile Trail Loop

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PEO 10/14/2010 _____

RECYCLABLE PAPER

9a

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Approve the "Template" Location Agreement which is to be used when Filmmakers Wish to use County Facilities and Property, and Authorize the Board Chair to Execute each Contract, when Applicable. Refer to Finance Committee.

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010 _____

LOCATION AGREEMENT

This Location Agreement ("Agreement") is entered into between Macomb County, whose address is 1 South Main, Mount Clemens, Michigan ("Grantor") and _____ whose address is _____ ("Filmmaker"). The parties agree that Filmmaker shall have access to real and personal property located at _____ ("Property") for purposes of preparing, rehearsing, filming and recording scenes and sounds for the film project currently titled " _____ " (the "Film") in accordance with the conditions set forth herein.

1. **SCHEDULE:** Commencing on or about _____, Filmmaker shall have reasonable access to the property as is reasonably necessary until the proposed scenes and work are completed. It is estimated that Filmmaker will complete activities contemplated by this Agreement on _____. If because of illness of actors, director or other essential artists and crew, weather conditions, defective film or equipment or any other occurrence beyond Filmmaker's control, Filmmaker is unable to start work on the date designated above and/or work in progress is interrupted during use of the property by Grantor, then Filmmaker shall have the right to use the Property at a later date to be mutually agreed upon and/or to extend the period set forth above. This agreement shall not require Filmmaker to utilize the property in production of the Film nor to include Property in any version of Film which is shown or released to the public. Filmmaker may at any time elect not to use the Property by giving Grantor 24 hours notice of such election, in which case neither party shall have any obligation hereunder.

2. **GRANT OF ACCESS:** Filmmaker shall have access to the grounds, buildings, fixtures, and other personal property, power outlets, utilities and driveway in all areas mutually agreed upon by the Parties prior to filming and production activities. Said permission shall include the right of Filmmaker and Filmmaker's personnel or contractors to bring in camera(s) and lighting equipment, personal effects, props, catering, refreshments, audio visual tools as needed and to recover same from premises upon completion of work. Grantor retains the right in its sole reasonable discretion to reasonably restrict Filmmaker's activities in order to minimize disruption to Grantor's governmental operations. Filmmaker further agrees that it will not employ any smoke, pyrotechnics, explosives, fire, gunshots or facsimiles thereof or in any other way create a disturbance or disrupt normal governmental operations at any time during the course of this Agreement.

3. **MODIFICATION OF PROPERTY:** Filmmaker agrees to seek permission from Grantor before making any modifications or alterations to the Property (such permissions not to be unreasonably withheld). Filmmaker shall be responsible for any loss or damage to the Property and property belonging to Grantee employees or members of the general public resulting from Filmmaker's exercise of rights under this agreement except if and to the extent caused by the negligence or willful misconduct of Grantor. Filmmaker shall return the Property to Grantor in the same condition it was in before access was granted (reasonable wear and tear excepted) and reimburse Grantor for any damage to facilities caused by Filmmaker activities.

4. **PAYMENT:** Pursuant to Michigan's Local Government Filming Location Access Act, MCL 123.1191 et seq, the Grantor has authorized the Filmmaker to use, without charge, the above-described property for the purpose of producing a film under the terms and conditions of this Agreement. The economic and other benefits to the Grantor and the State shall be considered the value received by the Grantor and the State in exchange for the use of the property owned by the Grantor.

5. **COSTS:** Any and all costs incurred by the Grantor as a result of Filmmaker's exercise of rights under this Agreement shall be the sole responsibility of Filmmaker. Because Filmmaker has elected to use the property during normal business hours and in recognition that governmental functions will continue during most, if not all, filming and production activities associated with this Agreement, Filmmaker has requested assistance from the Grantor to limit or, in some cases, deny public access to certain locations on the Property for filming and related production activities. Filmmaker acknowledges that Grantor will incur labor and other costs associated with the provision of such access. Such costs include but are not limited to labor costs which are defined for purposes of this agreement to include each employee's overtime (when applicable) hourly wage and any pro-rata benefit costs incurred by the County on an employee's behalf. Filmmaker acknowledges that it is familiar with Grantor's wage and benefit structure and that it will reimburse the Grantor in accordance with this structure within 30 days of invoice.

6. **RIGHTS TO RECORDING:** Filmmaker shall have the exclusive, global rights of whatever nature to any and all images and sounds recorded on the Property, for use in making, distributing, exploiting, exhibiting, advertising or promoting the Film. These rights include, without limitation, copyrights, promotional, assignment, and license rights as to any portion of the still pictures, motion pictures, videotapes, photographs and or sounds recorded on the Property (together with all rights of extension or renewal), throughout the world, in perpetuity, in any and all media, whether currently existing or not. Filmmaker has these rights regardless of whether these recordings are incorporated into the Film. In no event shall Grantor or its successors and assigns or any other party now or hereafter having an interest in the Property have the right to seek or enjoin the development, production, distribution or exploitation of the Film or the advertising and promotion thereof.

7. **PORTRAYAL:** Grantor hereby acknowledges that, unless otherwise specified in this Agreement, Filmmaker is not required or expected to depict the Property in any particular fashion in the Film.

8. **CREDIT:** Provided that a substantial portion of footage is incorporated in the film, credit for use of the Property shall be given to Macomb County, Michigan. Neither inadvertent failure to comply with the credit line set forth above, nor any failure by third parties to so comply, shall constitute a breach of this Agreement.

9. **FILMMAKER'S RELEASE AND INDEMNIFICATION:** Filmmaker hereby releases any and all claims against Grantor arising from injury to Filmmaker's personnel or equipment on the Property. Filmmaker also agrees to indemnify and hold harmless Macomb County, its boards, officials, directors, employees, volunteers, and representatives against any and all claims, actions, suits, judgments and expenses including, but not limited to, claims, costs, reasonable attorney fees and damages that arise directly or indirectly from Filmmaker's activities under this Agreement.

10. **INSURANCE:** The Filmmaker shall provide and maintain all insurance as set forth below, protecting the County against loss or claims which may arise out of or result from the Filmmaker's actions under the terms of this Agreement, whether such actions are performed by the Filmmaker, or by any subcontractor, or by anyone directly or indirectly employed by any of them, or by anyone for whose acts they may be liable.

The insurance shall be written for not less than any minimum coverage herein specified or required by law, whichever is greater.

a. Commercial General Liability Insurance with the following as minimum limits:

- \$5,000,000 – General Aggregate Limit—other than Products/Completed Operations
- \$5,000,000 – Products/Completed Operations Aggregate Limit
- \$3,000,000 – Personal & Advertising Injury Limit
- \$3,000,000 – Each Occurrence Limit
- \$1,000,000 – Damage to Rented Premises (Each Occurrence)
- \$ 10,000 – Medical Expense (Any One Person)

Commercial General Liability Insurance shall contain the following minimum coverages:

- Occurrence Form
- Broad Form Property Damage
- Premises/Operations
- Products and Completed Operations
- Personal and Advertising Injury
- Libel and Slander
- Independent Contractors
- Blanket Broad Form Contractual (including coverage for obligations assumed in this Agreement)

b. Third Party Property Damage Insurance with a minimum limit of \$5,000,000 covering Grantor's real and personal property in the care, custody and control of filmmaker.

c. Commercial Automobile Liability Insurance (including Michigan No-Fault) with a minimum limit of \$1,000,000 each occurrence covering liability arising out of any owned, non-owned or hired vehicles used by the Filmmaker, its subcontractors, agents or employees.

d. Worker's Compensation Insurance with limits statutorily required by any applicable Federal or Michigan State Law and \$1,000,000 Employers Liability coverage

General Insurance Requirements:

All required insurance policies shall be endorsed, as applicable, to contain the following terms, conditions, and/or endorsements. All certificates of insurance shall provide evidence of all required terms, conditions and/or endorsements.

(1) All policies shall be on a primary, non-contributory basis with any other insurance or self-insurance carried by the County of Macomb.

(2) All policies, with the exception of Workers Compensation Insurance, shall be endorsed to name as Additional Insured to the liability policies and loss payee with respect to Third Party Property Damage: The County of Macomb, its departments, divisions, authorities, boards, committees and County agents.

(3) All policies shall be endorsed to contain a written waiver of subrogation in favor of The County of Macomb, its departments, divisions, authorities, boards, committees and County Agents.

(4) All policies shall be issued by an insurer licensed or approved to do business in the State of Michigan.

(5) Certificate(s) of insurance shall be provided prior to commencement of this Agreement and shall be sent to The County of Macomb, c/o Risk Management and Safety, 1 South Main, 8th Floor, Mount Clemens, MI 48043.

11. **AUTHORITY:** Filmmaker certifies and warrants that it has secured any and all permits required by state or local governments and that no other person or entity is required to give consent or give permission in order to effectuate the purpose of this Agreement. Grantor does hereby warrant and represent that the undersigned has full right and authority to enter into this agreement concerning the Property, and that the consent or permission of no other person, firm or corporation is necessary in order to enable Filmmaker to enjoy full rights granted herein.

12. **GOVERNING LAWS AND DISPUTE RESOLUTION:** Any modifications or amendments to this agreement require the written consent of both Grantor and Filmmaker. The laws of the State of Michigan shall govern this Agreement. In the event any dispute arising under this Agreement results in litigation, arbitration or

mediation, such action or proceeding shall be brought within the state or federal courts of the State of Michigan.

13. **SEVERABILITY:** If any provision of this Agreement or the application thereof is held invalid, the invalidity shall not affect other provisions or applications of this Agreement that can be given effect without the invalid provisions or application, and to this end, the provisions of this Agreement are declared severable.

14. **EFFECTIVE DATE:** The Effective date of this Agreement shall be the date upon which the last of the parties listed below has signed the Agreement.

Date: _____

Name
Title
County of Macomb
Address

Date: _____

Name
Title
Filmmaker
Address

RECYCLABLE PAPER

10a

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the Activities of the Tourism Development Specialist

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010 _____



Lake St. Clair Tourism Development Program

MICHIGAN STATE
UNIVERSITY
EXTENSION

*A partnership between MSU Extension, Macomb County, the City of New Baltimore,
Chesterfield Twp., Harrison Twp., and the City of St. Clair Shores*



Program Update as of October 2010

*Prepared by: Kristen Grifka Macomb County MSUE Extension Educator &
Water Resource Economic Development Specialist*

Mission: Facilitate the development of tourism infrastructure that will support a vibrant and sustainable tourism economy in Macomb County.

Goal 1: Create a master plan for developing the waterfront along Lake St Clair in Macomb County.

Objectives:

1. Help coordinate and inform individual community efforts
2. Facilitate public meetings
3. Create plan

Performance measure: 1 countywide master plan created.

Progress toward goal:

1. Met with foundation and researched funding opportunities
2. Met with community planners
3. Advising on local community development projects.

Goal 2: Increase ability of the general public to access the water through enhanced access to the waterfront and expanded recreational opportunities.

Objectives:

1. Develop and promote recreational opportunities that are available to the general public
2. Promote transient boating to increase visits to the area by the boating public

Performance measure: Create 3 new opportunities for the public to access the Lake.

Progress toward goal:

1. One new opportunity to access water under development. Received funding for water trail and coordinating reconnaissance trip for water trail planning.

Goal 3: Increase tourism related business opportunities.

Objectives:

1. Identify areas for business growth/development
2. Provide business innovation counseling

Performance measure: Increased business opportunities (measured by number of counseling sessions, number of business expansions, number of new ventures started)

Progress toward goal:

1. Counseled one business owner who is interested in expanding into Macomb (1 counseling session).
2. Met with one local business owner to discuss business planning and marketing (1 counseling session).
3. Researching redevelopment potential for one city owned waterfront property that may be vacant soon.
4. Linking communities, businesses, and business organizations with Pure Michigan.

Goal 4: Secure grant funding to support development and promotion of Lake St Clair.

Objectives:

1. Search for funding opportunities
2. Write grant proposals

Performance measure: Increased funding for activities that promote, develop, and increase access to the waterfront (measured in dollars received)

Progress toward goal:

1. Awarded \$10,000 from Michigan Sea Grant for water trail development and outreach
2. Met with Erb Family Foundation
3. Created joint proposal with the Lake St Clair Tourism Initiative to submit to New Economy Initiative
4. Researching funding to support local community proposals
5. Submitted revised proposal to MSU
6. Wrote and submitted 2 grants proposals.

Goal 5: Educate stakeholders about tourism and tourism development in Macomb County.

Objectives:

1. Develop sustainable tourism curriculum
2. Provide training to local stakeholders
3. Facilitate outreach and education throughout the region about tourism in Macomb County

Performance measure: Increased knowledge about tourism development (measured by pre-post tests).

Progress toward goal:

- Marketed existing attractions to potential visitors at Arts, Beats, and Eats. Distributed over 4000 pieces of literature on things to do on and near the lake. 200 people signed up to receive regular email updates about things to do in the area.
- Presented sustainable tourism concepts and application for Macomb County to approximately 60 community leaders at Lake St Clair Appreciation Day.
- Distributed program materials and Circle Tour Maps at the New Blue Economy seminar at MCC.
- Presented program at Leadership Macomb during their Government Day.

Goal 6: Prepare the community for tourism.

Objectives:

1. Assess community readiness
2. Provide hospitality training

Performance measure: Provide 4 hospitality trainings annually in 2011 and 2012

Progress toward goal:

Nothing to report at this time. This is a year 2 strategy.

Next Steps (to be completed in Oct 2010):

- Complete water trail planning/reconnaissance trip.
- Complete first draft of strategic plan, advisory committee meeting scheduled for 11/9
- Continue pursuing funding opportunities
- Submit concept papers to foundation

Lake St Clair Tourism Development Advisory Committee

Name

1. Brian Brdak, Commissioner
Macomb County
2. Lisa Edwards, President/CEO
Anchor Bay Chamber of Commerce
3. Donna Flaherty, President
Nautical Mile Merchants Assoc.
4. Dave Flynn, Commissioner
Macomb County
5. Eric Foster, Managing Member
Belle Maer Harbor
6. Mayor Robert A. Hison
City of St. Clair Shores
7. Teri Landis,
Lake St Clair Recreation Examiner Examiner.com
8. Supervisor Mike Lovelock
Chesterfield Twp
9. Gerald (Chip) Miller
Miller Marine
10. Jim Pershing, Park Superintendent
Metro Beach Metropark
11. Chris Pokorski
Detroit Metro Convention and Visitors Bureau
12. Chris Rayes, Director
Community Development and Inspection
13. Steve Remias, President
MacRay Harbor
14. Representative Sarah Roberts
Michigan House of Rep.
15. Mayor Larry Smith
City of New Baltimore
16. Judy Sproat, Director
Planning and Economic Development
17. Steve Stewart, Educator
Michigan Sea Grant
18. John Swatosh, Chair
Harrison Twp EDC
19. Kathy Vosberg, Commissioner
Macomb County
20. Gary White, Interim Deputy Health Officer,
Macomb County Health Department

RECYCLABLE PAPER

11a

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the Activities of the Agriculture Development Specialist

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010

Item # 11a

PED Committee

10-14-10

Distributed

Program Update as of October 2010

Prepared by: Grace Mutua, Macomb County MSUE Extension Educator & Agriculture Economic Development Specialist.

Agri-Business program goals: My goal is to focus on addressing issues identified by local stakeholders with the guidance of a local Advisory team. It is with this in mind that I have planned a stakeholder focus group meeting in early November to identify common issues and focus areas related to food and agri-business in Macomb County. I will draw from the findings of this meeting (and others), with guidance from the Advisory team to develop a comprehensive Agri-business economic development plan for Macomb County.

However, my tentative goals include:

- Increase economic viability
- Foster job creation in the agriculture and food sectors
- Increase agriculture and food related businesses
- Foster regional collaboration

Selected September / Early October Activities

- Provided research and information for the Achartz Pie Company, a local food business interested in expanding their food business.
- Contributed to the Macomb County Farmers Market 2010 grant application, focusing on the educational component of the grant requirement.
- Visited the Mt. Clemens Farmers' market and met with vendors and Mr. Dale, the market manager. Explored challenges, expectations and educational needs for the vendors as well as the market in general. One of the key issues that came up was the need for information and education on the new Cottage Food Law. Also met Chef Miller and will be working with him on his business expansion plans.
- Visited farmers and agriculture businesses in the County, exploring challenges, concerns and expectations as we move forward with the new position. Some of the items identified include: limited credit for farming activities, weather and climatic challenges, marketing, use of technology to market (especially the internet as a marketing tool). This information will be incorporated into the findings of the November focus group meeting.
- Attended and participated in the Macomb MSUE Food systems meeting.
- Met with the SBTDC staff to explore our roles / duties and possible areas of collaboration on existing and future programs.

Planned Programs / Activities

1) AGRI FOOD FOCUS GROUP MEETING: November 2010

Two key expected outcomes: Create a shared vision for agri-business and create an Advisory Team to guide agri-business related activities in Macomb County.

This focus group meeting will help:

- Establish direction for ongoing activities.
- Identify areas of need and expected results.
- Establish a common sense of purpose (vision).
- Provide guidelines and expectations for programming.
- Develop a comprehensive Agri-business economic development plan for Macomb County.

2) FOOD RELATED BUSINESS WORKSHOP SERIES (these will cover a variety of business related education programs such as understanding the new Cottage Food Law, product definition, business planning, target market and pricing, record keeping, risk management, budgeting / credit management, and food safety).

Session 1: December 13th, 2010

Session 2: December 20th, 2010

Session 3: January 10th, 2011

The programs will be offered in the evenings.

3) Provide counseling to new food business owners in Macomb County.

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Recommend Approval of the Department Request to Attend the Automation Alley Domestic Trade Mission to the Army Science Conference & Exhibition in Orlando, Florida. Refer to Finance Committee.

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010 _____

**MACOMB COUNTY
CONFERENCE/EMPLOYEE TRAINING REQUEST**

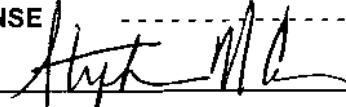
Submit directly to Board of Commissioners Office at least one month preceding the date of the conference.)

REQUESTING DEPARTMENT: Planning & Economic Development
 CONFERENCE TITLE: 27th Army Science Conference
 CONFERENCE SPONSORED BY: Automation Alley
 CONFERENCE CLASSIFICATION: (circle one) Professional Conference Employee Training
 CONFERENCE LOCATION: Orlando, Florida

TRAVEL BEGINS: November 28, 2010 Travel Ends December 2, 2010
 Month Day Year Month Day Year

NUMBER OF PERSONS ATTENDING AT COUNTY EXPENSE: 0 COMMISSION MEMBERS
1 STAFF MEMBERS

ESTIMATED EXPENSES		PER PERSON	TOTAL
REGISTRATIONS FEES ¹ -----		\$ 1,995.00	\$ 1,995.00
TRANSPORTATION: <input type="checkbox"/> County Vehicle <input checked="" type="checkbox"/> Airplane <input type="checkbox"/> Personal Vehicle		\$ _____	\$ _____
LODGING: Begins <u>November 28, 2010</u> Ends <u>December 2, 2010</u> ² Month/Day/Year Month/Day/Year		\$ _____	\$ _____
MEALS -----		\$ 155.00	\$ 155.00
MISCELLANEOUS EXPENSES -----		\$ 250.00	\$ 250.00
SUB TOTAL - CONFERENCE EXPENSES -----		\$ 2,400.00	\$ 2,400.00
³ PER DIEM -----		\$ _____	\$ _____
⁴ OVERTIME -----		\$ _____	\$ _____
TOTAL ESTIMATED EXPENSE -----		\$ 2,400.00	\$ 2,400.00

SIGNATURE OF DEPARTMENT HEAD  DATE 10-7-10

- 1 Not to exceed cost of tourist class air fare
- 2 Not to exceed \$ 31 per day
- 3 Not to exceed one day travel plus the duration of the conference
- 4 Calculate cost of any overtime anticipated as a result of this request

(FOR FINANCE OFFICE USE ONLY)
Budgetary Analysis

Budgeted		\$ _____
Less:		
Conference Expenses Approved to Date	\$ _____	
Other Department Requests in Process	\$ _____	
This Request	\$ _____	
	SUB TOTAL	\$ _____
BALANCE AVAILABLE (DEFICIT) -----		\$ _____

TO: IRENE KEPLER, Chairman
FINANCE, Committee
FROM: STEPHEN N. CASSIN
PLANNING & ECONOMIC DEVELOPMENT, Department
DATE: _____
month/date/year

SUBJECT: Conference & Seminar Request

I herewith request that the following individual (s) be authorized to attend the
27th Army Science Conference conference/seminar
starting on November 28, 2010
month/date/year

NAME

CLASSIFICATION

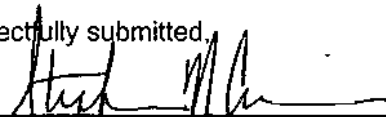
James Ahee

Senior Economic Development Specialist

(If more room is required, attach separate sheet)

The benefit to Macomb County from attendance of the above-named individual (s) at the conference/seminar is detailed below:

An opportunity to meet with more than 1,500 potential buyers from 24 nations.....meet with defense and homeland security leaders regarding procurement opportunities in the defense & homeland security industries...and explore overseas market opportunities for Macomb County manufacturers and suppliers.

Respectfully submitted,


STEPHEN N. CASSIN
Planning & Economic Development Department Head
Department



**AUTOMATION
ALLEY**

(<http://www.automationalley.com/>)

Programs & Services >> International Business >> Domestic Army Trade Mission 2010

Join our trade mission to Orlando, Florida on November 29-December 2, 2010, to participate in the bi-annual **27th Army Science Conference (ASC) & Exhibition**

(www.armyscienceconference.com)

(<http://www.armyscienceconference.com>)

).



This is a must-attend event for current or potential suppliers to the defense industry interested in hearing firsthand about future military procurement opportunities!

This year's conference theme, *Transformational Science and Technology - Enabling Full Spectrum Operations*, will focus on force protection and providing mission-critical support to soldiers engaged in hybrid warfare conditions (i.e., a sliding scale of symmetric and asymmetric battlefield scenarios). The event is sponsored by the Assistant Secretary of the Army (Acquisition, Logistics and Technology) whose mission is to educate leaders in Congress, military, business and industry and academia about the scope of the Army's scientific and technological needs.

Why Attend?

- Unique opportunity to showcase your products, services, and technologies to more than 1,500 potential buyers and end-users from 24 nations worldwide
- Meet with defense and homeland security leaders who will share their firsthand insights about procurement opportunities in the \$660 billion defense and homeland security industries
- Hear from the science and technology community about emerging technologies and leading trends in innovation with the most promising growth potential worldwide
- See the latest scientific discoveries, technologies, weapon systems and equipment designed to further strengthen soldier effectiveness and performance in the field
- Participate in forums that facilitate the open exchange and cross fertilization of ideas among numerous scientific and engineering disciplines. This includes leveraging cross-industry applications of your company's products or design, engineering and manufacturing expertise
- Cost effective alternative to explore market opportunities overseas without having to leave the country or assume expenses associated with international travel

Who Should Attend?

Defense, academia and industry representatives involved with new scientific initiatives and ongoing modernization activities focused on enhancing U.S. Army combat capabilities. Conference is aimed at management and technical personnel from industry and government related to the following new scientific and engineering technologies:

- Advanced High Performance Computing in Physical Sciences & Engineering
- Advanced Materials & Manufacturing Technology
- Autonomous/Unmanned Systems
- Biotechnology
- Environmental & Engineering Geosciences
- Force Protection/Survivability
- Information Technology & Information Communications Technologies (ICT)
- Lethal Technologies
- Microelectronics & Photonics Technologies
- Nanotechnology
- Neuroscience
- Physical/Engineering Processes
- Power Generation & Energy
- Sensors & Information Processing

Sign up today!

Automation Alley will have a pavilion (adjacent to TARDEC) that companies can exhibit under on a cost-share basis.

Cost to participate is \$1,995 for Automation Alley members and \$2,495 for non-members. The price includes exhibit space, conference fee, hotel and airfare*. Automation Alley will take care of all of your planning and details before, during, and after the tradeshow. Participation is limited to eight companies; deadline to register is **Friday, October 29, 2010**.

For more information or to register, contact info@automationalley.com or call 800-427-5100.

For an overview of the trade mission program, [click here](#).

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Update on Economic Development Events

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 10/14/2010
