

**MINUTES OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

THURSDAY, MAY 19, 2011

At a meeting of the **Economic Development Committee**, held Thursday, May 19, 2011, in the Board Room, on the 9th Floor of the Administration Building, Mount Clemens, the following members were present:

Carabelli-Co-Chair, Flynn-Co-Chair, Miller, Mocerri, Sabatini, Smith and Tocco.

Absent and excused was Gralewski.

Other Commissioners Also Present:

Fraschetti

There being a quorum of the committee present, Co-Chair Carabelli called the meeting to order at 9:07 a.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

AGENDA

MOTION

A motion was made by Smith, supported by Miller, to adopt the agenda, as presented.
The Motion Carried.

MINUTES

MOTION

A motion was made by Miller, supported by Smith, to approve the April 21, 2011 minutes of this committee, as written. **The Motion Carried.**

ECONOMIC DEVELOPMENT

a) Presentation from Detroit Metro Convention & Visitors Bureau

Larry Alexander, President and Chief Executive Officer, Detroit Metro Convention & Visitors Bureau introduced Christopher Baum, Senior Vice President of Sales and Marketing, who would be presenting on the sales and marketing portion of the presentation.

Christopher Baum spoke about their consumer marketing campaign which is targeted for Ohio residents to travel to Michigan this summer. He then played their television and radio campaigns. They have numerous marketing programs in Ohio. He spoke about Discover the D which is a steady focus on Ohio through radio, television and magazine ads. He touched on the Pure Michigan campaign.

Next, he spoke about how the Detroit Metro Convention & Visitors Bureau has been promoting the region; particularly in Macomb County. He touched briefly on their Meeting Planners guide and named some of the hotels in Macomb County. He spoke about a new program called, Detroit 3.0, which promotes growth industries; particularly in Macomb County with the defense industry, as well as automotive and some of the others.

Next, he spoke about appointment-based trade shows and other sales and marketing programs. There are two upcoming major events in Macomb county: the Gratiot cruise and the Hot Rod Power tour.

He then spoke about their visit Detroit magazine, online marketing and social media. Lastly, he provided an update on Film Detroit.

A video entitled, Detroit 3.0 was shown with six emerging industries: Medical Research, Defense, Entertainment, Green Technology, Urban Farming and Transportation Logistics. It then highlighted: the Automotive Industry.

Larry Alexander named the members on the Detroit Regional Convention Facility Authority which was created in 2009. He extensively spoke about the expansion underway at Detroit's Cobo Conference & Exhibition Center, which is a three-phased customer-focused renovation and expansion plan.

A four minute video was shown on what the new Phase III will look like at Cobo Center.

Larry Alexander noted that the video has been viewed across the world. The total project has stayed within legislation guidelines of \$299 million, which has been secured in bonds. It will be paid back through liquor taxes collected throughout the state and hotel taxes collected in the tri-county area.

MOTION

A motion was made by Tocco, supported by Smith, to receive and file the presentation from the Detroit Metro Convention & Visitors Bureau.

The following commissioners spoke: Frascchetti, Flynn and Carabelli.

Co-Chair Carabelli called for a vote on the motion and **The Motion Carried.**

While waiting for the next presentation, Co-Chair Flynn moved to agenda item #8.

UPCOMING EVENTS

MOTION

A motion was made by Tocco, supported by Smith, to receive and file the update on upcoming events. **The Motion Carried.**

While waiting for the presentation to be displayed on the drop down screens, Co-Chair Carabelli moved to agenda item #7b.

INFRASTRUCTURE

- b) Receive and File Financial Report for Road Commission for FY Ended 09-30-10, as well as the Federal Awards Supplemental Information

Robert Hoepfner, Director, Department of Roads asked if there were any questions on the audit.

The following commissioner spoke: Flynn.

MOTION

A motion was made by Sabatini, supported by Tocco, to receive and file the Financial Report for the Road Commission of Macomb County for the fiscal year ended September 30, 2010, as well as the Federal Awards Supplemental Information. **The Motion Carried.**

Co-Chair Carabelli moved to agenda item #7a.

- a) Presentation from the Department of Roads

Four handouts were distributed.

Robert Hoepfner gave a presentation on the overhead drop down screens. He overviewed a large map of the county which was entitled: 2011 Construction Projects. His presentation included an overview of the 2011 Construction Schedule, 2011 Trail Projects, 2011 Pavement Preservation Program and Traffic Signal Modernization Program.

MOTION

A motion was made by Tocco, supported by Sabatini, to receive and file the presentation from the Department of Roads.

The following commissioners spoke: Tocco, Carabelli and Flynn.

Co-Chair Carabelli called for a vote on the motion and **The Motion Carried.**

PUBLIC PARTICIPATION

The following individual addressed the Board:

Michael Sproul, 21710 Alexander, St. Clair Shores

ADJOURNMENT

MOTION

A motion was made by Tocco, supported by Sabatini, to adjourn the meeting at 10:27 a.m. **The Motion Carried.**

Denise M. Jacks
Committee Reporter