

These Minutes are Subject To Formal Approval by the Wyoming Economic Development Corporation at Its Next Regular Meeting

WYOMING ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF OCTOBER 21, 2014

MEMBERS PRESENT: Brann, Cummings, Hager, Koeze, Leach, Morgan
MEMBERS ABSENT:
STAFF: Ballard, Isakson, VanDuren

Brann called the meeting to order at 3:56 p.m.

Approval of Minutes

Brann presented the minutes from the April 15, 2014 meeting of the EDC. A motion was made by Cummings, seconded by Leach. Motion carried unanimously.

New Business

There was no new business.

Old Business

West Michigan Economic Partnership:

VanDuren explained the West Michigan Economic Partnership is currently working on marketing and branding. The partnership hired Revel Inc to assist with branding and website development. The group voted on Greenlight as the brand name. Due to VanDuren's retirement in January, 2015, Isakson will replace VanDuren as the representative and Curtis Holt will be the alternate.

Site 36 Marketing:

The Site 36 marketing report submitted by The Right Place was presented to the board. The City is currently working with Attorney Scott Smith and Lormax Stern to list the property through a real estate developer. Brann asked about the cost of being a member of the The Right Place. VanDuren explained the cost is \$18,000 a year; \$9,000 is paid by the EDC and \$9,000 is paid by Community Services and it is a five year agreement.

Policy and Application Review:

This was postponed until the January 2015 meeting.

Treasurer's Report

A balance sheet, income statement and accumulated transaction listing was distributed to the board. The balance sheet indicates a current balance of \$31,322.11. Brann inquired about using utility rates as a marketing tool to attract new businesses. Isakson explained utility rates are often discussed when working with businesses. In regard to the future budget, Isakson explained a strategy will need to develop in regard to what the EDC would like to fund. Cummings asked about fees from tax abatements. VanDuren explained tax abatements go directly to the City Council and the fees go into the general fund.

Secretary's Report

VanDuren said the City Council approved a twelve year tax abatement for Zeeland Lumber at their October 20 meeting. In July, Zeeland Lumber was damaged by the tornado. They are currently rebuilding and will be adding additional jobs to their Wyoming location.

President's Comments

Brann inquired if Luders has worked with EDC boards in the past and could possibly offer insight or suggestions to the board. Isakson will work follow-up with Luders.

Public Comments

There were no public comments.

Board Comments

Koeze inquired about the topic of the board possibly networking with current businesses and potential new businesses in order to identify opportunities and share information that may affect the City.

Brann noted the possible merger of Metro Hospital would make them a for-profit organization. This merger would mean a tax influx for the City.

Cummings asked that the board be provided a map of the City. This would help when discussing the different areas of the City. Cummings noted Site 36 is in a qualified new market tax zone. Morgan suggested using this information as a marketing tool.

Adjournment

The meeting adjourned at 4:41 p.m.



Barb VanDuren, Secretary