

Economic Development Corporation
Meeting Minutes
June 17, 2021

Attending: Beth Reindel, Brandon Muller, Todd Jennings, Tamara Tsulaia, Michael Southgate, Jamie Furbush, Chris Rittmueller, Fred Edmonds, Mike Fassezke, John Benson and Abby Curtis.

Absent: Mike Grossi, Vickie Schmitzer and Tim Hildner

Also attending were: Joann Crary, Mayor Mary Ann Ackerman, Bridget Smith, Ashley McKnight and Sheila Stamiris.

There was no public input.

The minutes of the May 20, 2021, regular EDC meeting were approved as written. Fassezke moved; Jennings seconded. The Annual Report of the EDC and reappointments are made in August of each year. City Manager Smith will coordinate.

Chairman Chris Rittmueller received John Benson's letter of resignation from the EDC. Benson commented "that what the EDC does and has accomplished in the last 13 years is phenomenal." He added that the "leadership of the EDC efforts is in good hands." The Board received his resignation with appreciation for his years of service. Benson's resignation brings the total membership of the Board to 13. No additions to the Board membership are planned at this time.

Project Updates. Stamiris reports that she has discussed the purchase agreement for the Brewery purchase of land in the Business Park with Anmar Sarafa, managing partner. She says that Sarafa says they are in agreement with the terms as proposed by the City. Stamiris adds that because we have a timeline in place, the Brewery is delaying signing until they are assured that they can complete the project within the time allocated.

Zimmer's project is also progressing, but the timeline is pushed back until Fall.

Development Kits. Ashley McKnight circulated the five "booklets" she authored about the development process including "Getting Started," "The Pre-Application Meeting," "The Site Plan," "Zoning Board of Appeals," and "Annexation." Senior Staff is pleased with the outcome. Booklets will be accessible online once final reviews are done.

Information about "Community Economy" also drafted by McKnight was received. New census data will allow a deeper review of the statistics.

RRC Economic Development Marketing and Grant Opportunity. Redevelopment Ready Communities (RRC) has made an offer to the City to pursue grant funding through them to create a marketing plan. There is a deadline of the last Monday in July for application; RRC would provide 75% of the cost of such a plan. A marketing study of this sort is a required component for RRC certification and is a key item in the EDC Strategic Plan.

After general discussion, it was decided that this was premature as the City has not determined what the City is looking for regarding development. Highlights of the discussion include:

- Saginaw Future is willing to do research for the locally lead study. The City of Saginaw used AMPM out of Midland for their study. Cary will send a copy of this plan to Smith.
- Our place as a retirement community is solid. How do we attract young families?
- The City specializes in "cottage industries" such as the Woolen Mill specialty products, Uncle Bob's hot sauces, Cheese Haus spreads, Brewery beer. Curtis referred to these efforts as a company's "side hustle" to grow and stabilize the business base. Many of our companies do business on a state wide level. We are a niche community with many small entrepreneurs.
- Because Frankenmuth's tourism base separates the City from other communities and how their plans are drafted, we should go through the hoops to find the right marketing company to do our "umbrella" plan.

Furbush and Rittmueller volunteered to steer the process to create a marketing plan for potential funding through RRC in the fall.

Forward Thinking at the EDC. The board will meet in September/October to look at the Strategic Plan and reconsider our priorities for the next 2-3 years. One area of consideration may be a review of options for Financial Incentives for businesses wanting to invest with some component of public and private partnership as part of the planning.

Additionally, the EDC should look at development "vertical supply chains" for existing business/industry in Frankenmuth.

The development of a welcome packet/welcome basket for new businesses is in process at the Chamber.

Smith shared that a recent report illustrated that the City's average daytime population is 10,000. What infrastructure investment is necessary to support/grow this?

The meeting adjourned.

Respectfully submitted,

Sheila Stamiris