About the Annual Report

MEDA’s Annual Report is created each January to let its members know what was done to accomplish our mission and vision, thank volunteers for their hard work, and recognize our sponsors from the previous year as well as encourage participation in the year ahead. The Report can also be used to help new members and stakeholders become familiar with their association.

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Contacting MEDA

Executive Director: John Avery
Director of Marketing, Communications, and Administration: Cassandra Jorae
Education Manager: Taylor Swajanen
Michigan Economic Developers Association
P.O. Box 15096, Lansing, MI 48901-5096
PH: 517-241-0011
meda@medaweb.org
President’s Corner

Friends of the Michigan Economic Developers Association (MEDA),

I’m pleased to report that the state of our organization is stronger than ever before! We exceeded 500 members for the first time in our history, finishing with 509. This puts us in a great position to continue to be the leading voice for economic developers in Michigan.

In addition, your engagement at various meetings was tremendous. Over the course of 12 events, we had 842 attendees – that’s a lot of quality education and networking! All of this was possible because of a great team effort, including our top-notch staff, dedicated Board of Directors, hard-working committees, and ultimately you, our members.

Going forward, I am very pleased that Kim Marrone will be your next President, and know that she will do an excellent job leading the Board in 2020, our 60th Anniversary.

Thank you all for your support this year, it was truly one of the great honors of my professional career to serve as your Board President!

Justin Horvath, CEcD
2019 MEDA Board President
President and Chief Executive Officer
Shiawassee Economic Development Partnership

JUSTIN RECEIVED THE ROBERT SIEGHART SWARD FOR ENTHUSIASM FOR THE ECONOMIC DEVELOPMENT PROFESSION AT OUR 2019 ANNUAL MEETING IN MARQUETTE. THE AWARD, PRESENTED BY FELLOW BOARD MEMBER, STEPHANIE CARROLL, GOES TO INDIVIDUALS TO WHO LOVE THE PROFESSIONAL OF ECONOMIC DEVELOPMENT, BUILDS OTHER ECONOMIC DEVELOPERS WHILE GROWING THEIR COMMUNITY, AND EMBRACES MEDA AS THE ORGANIZATION THAT IS THE VOICE OF THE PROFESSION IN MICHIGAN.
Looking Ahead With Our New President

Fellow MEDA Members,

I am honored to serve as your Board President for 2020! This year is also a milestone for MEDA. MEDA will celebrate its 60th Anniversary. Throughout the year, we hope to post some old pictures and incorporate the theme to celebrate the anniversary all year. At the Annual Meeting, which will be at Grand Traverse Resort in Traverse City, August 18-21, we will officially celebrate the anniversary.

MEDA membership is currently at an all time high with 509 members. The hard work and dedication from our staff, John and Cassandra, as well as everyone serving on the Membership Committee, helped to build the membership. They worked extremely hard this past year and their work has paid off!

This year, we will continue to focus on providing quality education, networking and advocacy as we have in the past. Advocacy will play an important role for us this year. As many saw in this past year’s budget process, many MEDC programs that are crucial to the work we do were cut or eliminated. It will be important this year for all members to talk to their state elected officials about the importance of economic development and how it helps the districts they serve as well as the state overall. This past year MEDA’s Advocacy Committee completed a very important pilot project which will give us the tools we need to better communicate the work we do. At Capitol Day, the Advocacy Committee will present the results of the pilot program and next steps. The goal is to create a program based on what was learned that can be used in any community.

Typically, the Education Committee plans the Fall and Spring Toolbox events. This year MEDA will not hold the Spring Toolbox, but instead will partner with a regional economic development organization called MidAmerica Development Council (MAEDC). MAEDC will host their Best Practices Conference, May 13-15, in Flint. This is a great opportunity to network and learn with other economic develop professionals in the region. The staff is also looking at new ways to deliver education opportunities, such as webinars; more to come!

As always, MEDA offers many ways to engage within the organization. I have found that participating in different committees and on the Board has allowed me to learn so much more and meet so many wonderful people. I truly get the most out of my membership. If you have not yet served on a committee or attended one of our events, try to do so this year.

I look forward to working with everyone to make our 60th year, the best ever!

Best Regards,

Kimberly Marrone
2020 MEDA Board President
Economic Development and Communications Director
City of Oak Park
The Michigan Economic Developers Association (MEDA) recently held an election for the 2020 Board of Directors. Three candidates were nominated for the three seats open on MEDA’s Board of Directors. All three seats will carry a three-year term.

MEDA is proud to announce the results of the election as well as our top leaders for 2020:

**ELECTED BOARD MEMBERS**

James McBryde, President and CEO, Middle Michigan Development Corporation

Dave Schreiber, Business Development Manager, Wayne County Economic Development Corporation

Samantha Seimer, Economic Development Director, City of Farmington Hills

**ELECTED MEMBERS WILL JOIN THE FOLLOWING CURRENT MEMBERS**

Stephanie Carroll, Manager of Business Development and Community Relations, City of Auburn Hills

Dan Casey, Chief Executive Officer, Economic Development Alliance of St. Clair County

Amy Clickner, CEcD, CFRM, Chief Executive Officer, Lake Superior Community Partnership

Monique Holliday-Bettie, Economic Development Manager, DTE Energy

Justin Horvath, CEcD, President and Chief Executive Officer, Shiawassee Economic Development Partnership

Kim Marrone, Economic Development and Communications Manager, City of Oak Park

Ex-Officio: Christine Roeder, EDFP, Senior Vice President of Growth and Development, Michigan Economic Development Corporation

**ELECTED TO OFFICER POSITIONS**

President: Kim Marrone

Vice President: Stephanie Carroll

Treasurer: Dan Casey

Secretary: Amy Clickner
Fellow MEDA Members,

Thank you for the opportunity to serve as your Board Treasurer for 2019. I look forward to continuing in this role in 2020.

I am pleased to report that the organization remains in a very strong financial position, bolstered by a growing membership and revenue that is generated from our numerous networking and training programs. We finished the year with positive net income growth of $39,045.88, which further strengthens the balance sheet. We had a very strong Annual Meeting in Marquette which garnered significant attendance and sponsorships. Thank you to the committee and all those that helped to make the event possible.

The Board of Directors and staff will continue to focus on fiscal responsibility and transparency in 2020 as we guide the organization’s service to our membership.

Sincerely,

Dan Casey
2019 Board Treasurer
Chief Executive Officer
Economic Development Alliance of St. Clair County

WHETHER YOU ARE CONSIDERATING BECOMING A CERTIFIED ECONOMIC DEVELOPER (CECD), IN THE PROGRAM AND NEED ELECTIVES, ARE A CERTIFIED ECONOMIC DEVELOPER AND NEED RECERTIFICATION CREDITS, OR JUST NEED TRAINING IN THE AREA OF WORKING WITH TECHNOLOGY-BASED COMPANIES, THIS COURSE MAY BE JUST WHAT YOU NEED!

VISIT WWW.MEDAWEB.ORG/TECHLED TO LEARN MORE.
# Treasurer’s Report

## Michigan Economic Developers Association

### Budget vs. Actuals

January - December 2019

<table>
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<th>Total</th>
<th>Actual</th>
<th>Budget</th>
<th>over Budget % of Budget</th>
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<tr>
<td><strong>Net Income</strong></td>
<td>$39,045.88</td>
<td>-9,827.20</td>
<td>48,873.08</td>
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Advocacy Committee Report

MEDA Members:

2019 was another great year for the Advocacy Committee. Once again, our main focus was to continue assisting our members in formulating an answer to a question that is at the heart of economic development: “How can we help our membership make the case for economic development within their communities?”

While supporting job creation, fostering capital investment, and enhancing the quality of life for residents of our communities is at the core of what economic developers do, it is increasingly critical to build stakeholder consensus and provide clear messaging on how professional economic developers are a key to obtaining these results. Hence, the Advocacy Committee worked diligently to undertake the Pilot Program. With our partner, Public Sector Consultants (PSC), the Advocacy Committee commenced the Pilot Program by selecting Bay Future, Inc. (BFI) (which serves Bay County) from several well-thought out proposals. The goal was to develop a template to assist MEDA’s economic development organization members in managing communications and relationships with their local and regional stakeholders. The specific task was to develop and test a plan for increasing awareness and improving perceptions of economic development in Michigan.

In December, PSC delivered a draft of the report, entitled Recommended Strategies to Improve the Perceptions of Economic Development. In that report, PSC identified nine strategies designed to improve the awareness of, and support from, the community for economic development. After six months of implementing small changes in its communications methods using existing resources, BFI saw positive shifts in the community’s and stakeholder perceptions of economic development and their trust in BFI. The tactics recommended through this project are accessible to EDOs with any resources they may have. The report also recommends that EDOs spend time each year evaluating the basics of their communications activities - audiences, messages, and tactics - to identify opportunities to refocus, refine, and reinforce stakeholder connections. The report will be presented at MEDA’s Capitol Day program in 2020 and be available to MEDA members following the event.

Oh, and we do other stuff too! Capitol Day was a success, adding to MEDA’s overall credibility as Michigan’s go-to group on economic development issues. The highlight of the event was a panel of economic developers from diverse regions of the state who shared their thoughts on the strategies that economic developers in their regions need to succeed.

We look forward to an exciting 2020, when we can discuss the outcomes of the Pilot Program. And, we hope to see you at Capitol Day, which should prove to be a treat in this major election year.

Sincerely,

Kurt M. Brauer  
Co-Chair, Advocacy Committee  
Partner  
Warner, Norcross + Judd LLP

David J. Schreiber  
Co-Chair, Advocacy Committee  
Business Development Manager  
Wayne County Economic Development Corp.

Representatives Sara Cambensy, 109th District, Ben Frederick, 85th, and Ronnie Peterson, 54th, discussed how economic development initiatives will move forward with a new administration at Capitol Day.
MEDA Members,

The CPB Committee members and park inspectors met this year and had a long discussion on establishing consistency in the program amongst the parks so site consultants, developers, and the MEDC could rely on the information as being accurate and up to date. We determined that we needed to do some “housekeeping” and have staff review all the park files and note what was missing and send letters to park owners requesting the information. If there were issues concerning what was deemed a violation in the covenants, we would request the park owner to send a letter identifying what would be the remedy along with a due date.

After review of the files, staff sent letters to park owners requesting missing information and identifying any covenant issues for remedy and they are still in the process of gathering the information.

At the end of 2019, there were 60 parks in the program. Three parks canceled their certification during the year voluntarily, but their certification ran through December 31, 2019. We wish the directors of the Meadowbrook and Yore Industrial Park, Plainwell Industrial Park, and the Adrian Industrial Park the best and thank them for their participation in the program.

There were 19 park recertifications due in 2019. Ten inspections were completed. The inspections that were not complete were likely due to needed paperwork as part of the “housekeeping” process mentioned above.

Finally, we were saddened this year by the loss of Sterling Edward “Ned” Zimmerman Jr. Ned was a dedicated member of the CBP Committee, a long-time member of MEDA, and a CBP Inspector. Warren Cook, my predecessor as CBP Chair, said the following of Ned “I fondly remember Ned and offer my sincere condolences to his family and friends. All the CBP Inspectors salute him for his thoughtful contributions, humor, and persistence during his many years with us.” Continued condolences to Ned’s friends and family.

Have a prosperous 2020!

Sincerely,

Steve Jonas, CEcD
CBP Committee Chair
Executive Vice President
Saginaw Future, Inc.
Hello MEDA Members,

It had been over 20 years since the MEDA Annual Meeting was held in the Upper Peninsula. But when the membership was asked about their willingness to travel for the 2019 event, the response was an overwhelming “yes”. And come UP they did!

Thanks to all who were willing to attend, sponsor, present and explore our beautiful region we were able to break several annual conference records. While we are second in attendance only to the Detroit conference in 2016, we did top the list for sponsorship dollars. Post-conference rankings gave high marks to the tours and presenters that included tours of our Tilden Iron Ore Mine and PotlatchDeltic Lumber Mill; a kick off speech by Governor Whitmer and a passionate presentation by a UP favorite, Bob Jaquart of Stormy Kromer.

The Awards Reception, with the Marquette Regional History Center as a backdrop, also showcased the many products that are manufactured in the UP from NBA/NCAA court flooring and paintballs to helicopters and medical devices!

I am so proud of all the time and effort by the committee and staff to make this all possible. Look for the UP to be selected for a future annual conference!

Amy Clickner,  
Chair, 2019 Annual Meeting Committee  
Chief Executive Officer  
Lake Superior Community Partnership (LSCP)

>>> To view more from the Annual Meeting - including more pictures, award winners, and other highlights - Click Here to download the Annual Meeting Recap Newsletter.
(TOP LEFT) KURT BRAUER, WARNER, NORCROSS + JUDD LLP, AND MICHAEL JOLLIFFE, GHD, SHARE THEIR EXPERTISE ON P3’S.

(MIDDLE LEFT) THE ROOM WAS PACKED WHEN GOVERNOR GRETCHEN WHITMER ADDRESSED THE AUDIENCE TO OPEN THE EDUCATIONAL PORTION OF THE CONFERENCE.

(BOTTOM LEFT) NETWORKING WAS CHEERFUL AND PLENTY IN THE LOBBY OF THE HOLIDAY INN.

(RIGHT) AMY CLICKNER, CONFERENCE CHAIR, WELOMED ATTENDEES AT THE OPENING RECEPTION AT ORE DOCK BREWING COMPANY IN DOWNTOWN MARQUETTE.
Greetings Fellow MEDA Members,

In 2019, MEDA’s Education Committee organized and hosted two events which attracted 199 economic development professionals. This is only a 9-person decrease compared to last year’s recorded event attendance but still above average.

The Education Committee pays close attention to the suggestions from the survey as well as actively recruits new members to participate in the committee in an effort to keep the Toolboxes fresh, relevant, and a value for our members.

The Spring Economic Development Toolbox – May 23, 2019, Lansing: The Spring Toolbox hit a broad spectrum of topics with a slightly different format – four general sessions in the morning followed by breakout sessions before and after the lunch and the membership meeting. The Toolbox began with a general session called Winning the War Against Economic Development presented by Christopher Lloyd, Senior Vice President and Director, Infrastructure and Economic Development, McGuireWoods Consulting, LLC. The session addressed the issue of how economic development has become so politicized that getting projects up and running can be paralyzed. He offered some best practices for rising above the politics for more success stories. He was so well received and his information so relevant that he was invited by MEDA to write regular blogs for the website.

Other general sessions included:

- **What’s Driving the Automotive Industry in 2019?** – The session, presented by Bernard Swiecki, Director of the Automotive Communities Partnership, Center for Automotive Research, was a synopsis of the current state of the automotive industry, including sales, production, investment, and trade information as well as forecasts of vehicle sales and production trends.
- **MDEQ/EGLE Update** from Andy Draheim, Chief of Staff, Michigan Department of Environment, Great Lakes, and Energy.
- **Lame Duck Legislation; What it Means for Economic Developers** – Steven Chester, Attorney with Miller Canfield walked through the changes in environmental law and how they impacted the work of economic developers.


The Spring Toolbox was sponsored by c2ae and Miller Canfield.

CHRISTOPHER LLOYD INTRIGUED THE AUDIENCE WITH HIS PRESENTATION, WINNING THE WAR AGAINST ECONOMIC DEVELOPMENT, AT THE SPRING TOOLBOX.
Education Committee Report

The Fall Economic Development Toolbox – November 21, 2019, Lansing: The Fall Toolbox changed up the format once again with one general session in the morning, breakout sessions before lunch and the membership meeting, and continued in the afternoon with three general sessions. The opening general session, A Limitless Perspective on Business Growth for Your Community, was co-presented by David Ollila, President and Chief Innovation Officer, Skypoint Ventures and Peter Deppe, Founder and CEO, Kuhmute. They shared their experiences of turning an idea into a successful business with the right partners that see beyond the entrepreneur’s limitations.

Breakout sessions included: Michigan Build Ready Sites Program; More Than a Grant, Optimizing Employer Internship Training, Are You Ready for Your Close Up?, Using Data and Technology to Achieve New Best Practices for Location Decisions, Economic Growth Institute Small Business Programs, Mastering the Master Plan. Note: The Small Company Innovation Program session that we previously advertised was canceled on 11/12/19 because funding for the program was recently cut.

The three afternoon general sessions included:

- **Prepare Your Community to Meet Today’s Housing Needs** – A panel discussion addressed the issues surrounding housing as related to communities’ capacity to support new projects and workforce needs. The panelists were CJ Felton, Director of Real Estate Development, Community Housing Network, Inc., Eric Hanna, President and CEO, Michigan Community Capital, Nathan Keup, Vice President of Development, Ginesko Development Company, the panel was moderated by Marsha Madle, Madle Consulting Services.

- **MEDC’s Updated Strategic Plan** presented by Jeff Mason, Chief Executive Officer, Michigan Economic Development Corporation showcased MEDC’s new Strategic Plan walking through the Strategic Focus Areas and how they focus on regional impact industries to create long-term economic opportunities in all corners of Michigan.

- **Collaboration; It’s A Big Deal** – A panel of key partners told the story of how the $555 million Glandia dairy processing plant in St. Johns was a collaboration on a local, regional and state level that offered many strategic lessons for economic developers. The panelists were Karl Dehn, Senior Strategic Advisor, Michigan Economic Development Corporation, Keith Lambert, Vice President of Business Attraction, Lansing Economic Area Partnership (LEAP) and John Murphy, Vice-Chairman and Non-Executive Director, Glanbia

The event was sponsored by Localintel.

The Education Committee is co-chaired by Kimberly Marrone (City of Oak Park) and Marsha Madle (Madle Consulting Services, LLC). The Education Committee is comprised of dedicated economic development professionals from throughout Michigan. These committee members make all these events possible and ensure that they are worth our members time.

Our Best to You for a Prosperous 2020,

Marsha Madle  
Co-Chair, Education Committee  
President  
Madle Consulting Services, LLC

Kim Marrone  
Co-Chair, Education Committee  
Economic Development and Communications Director  
City of Oak Park
Greetings Fellow MEDA Members,

In 2019, the Emerging Leaders Committee continued its mission for the Network, which supports early-career economic developers and helps them to excel in their field by providing them the tools and opportunities they need to be successful through training, mentoring, networking and outreach.

With the vision of serving as a catalyst for early-career professionals through hosting networking and education events, the Emerging Leaders held its sixth-annual Spring Training on April 11th, 2019. This event recorded the highest attendance (52) for an Emerging Leaders event to-date. Topics included connecting with elected officials, learning the lingo of developers, communicating with the public, perfecting your project pitch and etiquette training. We are grateful to Antero Group for sponsoring this annual event - their generosity greatly is appreciated.

The Committee promotes mentoring opportunities to maximize professional and personal growth for future economic development leaders through its newly rebranded MEDA Mentorship Connection. This change has provided positive growth and further involvement from mentors and mentees seeking knowledge about a career in economic development. The Committee continues to evaluate the program to make it more accessible for both the mentors and mentee to participate and we continue to work with colleges and universities to further engage students. Please contact the MEDA staff if you are interested in participating.

New for 2019, the Emerging Leaders Committee established a Facebook Group. Over the last year the group has seen steady growth in its membership. The group has been a successful platform for open and honest conversations about economic development challenges and opportunities, as well as sharing best practices, interesting articles, and upcoming professional development events that may be of interest to emerging leaders.

In the coming year, the Committee will continue to meet approximately every six weeks in order to keep ahead of the needs of the Network and support other committees within MEDA. The 7th Spring Training will be held on April 23, 2020 at the Michigan Municipal League Offices in Lansing. The 2020 program will cover attainable housing, tracking projects with limited resources, articulating the value of retention and growth programs and marketing for economic development. Additionally, be thinking of a deserving Emerging Star in economic development to be nominated for the Emerging Leaders Committee Award to be presented at the 2020 Annual Meeting Awards Reception.

A special thank you to all of our Committee members for providing the support necessary to continue our mission as Emerging Leaders in economic development.

Always forward,

Stephanie Carroll  
Co-Chair, Emerging Leaders Committee  
Manager, Business Development and Community Relations  
City of Auburn Hills

Samantha Seimer  
Co-Chair, Emerging Leaders Committee  
Director of Economic Development  
City of Farmington Hills
Greetings!

MEDA’s Membership Committee got off to a strong start in 2019. We began the year with 458 members and exceeded our goal of growing to 500 members by reaching 512 in August! This achievement was monumental and was celebrated at August’s MEDA Board of Directors meeting in Marquette. Dedicated committee volunteers, and most importantly MEDA staff, helped push us over the 500 mark. At the close of 2019, membership holds at 509 and this will help our committee reach new goals and objectives for the new year.

Additionally, we hosted two Networking and Knowledge Exchange events to attract new members as well as to provide valuable networking opportunities to current members. Both events, at Reno’s East, East Lansing, and at Harmony Brewery Company, Grand Rapids, were successful and delivered evenings of making contacts and exchanging ideas. Please let us know if you are interested in hosting an Exchange in the future.

As we begin 2020, the Committee will focus on retaining members as well as attracting new members by contact via phone and through the Welcome Committee at events. Although our membership goal has been met, we must remain strong for the new decade. Remember, the value of your membership is what you invest in MEDA. We hope that you share the benefits of MEDA and encourage peers and colleagues to become involved.

Thank you for your membership.

Scott Fleming, CEcD
Co-chair, MEDA Membership Committee
CEO
Marshall Area Economic Development Alliance

Monique Holliday-Bettie
Co-chair, MEDA Membership Committee
Manager, Economic Development
DTE Energy

Chris Khorey, Mckenna, Event Sponsor, addressed the audience at our fall networking and knowledge exchange.

MEDA held a membership campaign in May with a goal of reaching 500 members. The campaign also showed appreciation for MEDA members as well as the economic development profession during International Economic Development Week.
The success of MEDA’s events depends on the backing of key partner organizations that support the economic development community. The following organizations provided generous support in 2019.

**Corporate Sponsors**  
Consumers Energy  
DTE Energy  
Michigan Economic Development Corporation  
MidAmerica Economic Development Council

**Annual Meeting Sponsors**  
Corporate  
Consumers Energy  
DTE Energy  
Michigan Economic Development Corporation  
MidAmerica Economic Development Council

**Awards Reception Sponsor**  
Upper Peninsula Collaborative Development Council

**Gold**  
Ann Arbor SPARK  
Laborers’ International Union of North America - Local 1329  
Lansing Economic Area Partnership (LEAP)  
Northern Michigan University  
Travel Marquette

**Lunch Sponsor**  
Sault Ste. Marie Economic Development Corporation

**Opening Reception Sponsor**  
Michigan Technological University

**Silver**  
AKT Peerless Environmental and Energy Services  
Detroit Regional Partnership  
Eastern Upper Peninsula Regional Planning and Development Commission/Chippewa County Economic Development Corporation  
Enbridge  
Envirolec Technologies, Inc.  
ITC, A Fortis Company  
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Thank You for a Great Year!