MINUTES OF THE MEETING
OF THE
MICHIGAN PROFESSIONAL INDUSTRIAL DEVELOPMENT ASSOCIATION
Lansing - September 17, 1964

Members Present: Brewer, Kavanaugh, Peterson, Gage, Catlin, Secor, Webb, O'Neill, Farrell, Jewell, West

Guests: Bruce Robinson of Maxon, Inc. - Irving Cane of City of Detroit

Meeting was called to order at 10:15 A.M. Mr. Gage immediately introduced Bruce Robinson and turned the meeting over to him. He explained that for the first time the State has approved a budget of $60,000 for advertising. The Maxon Agency is being used as a coordinating organ on Industrial Development advertising. One question which they have had, is what can be used as a symbol which would lend continuity to any series of ads pertaining to the State. Considerable discussion took place on this topic and apparently the "outline of the State" won out over a "robin". There also was considerable discussion on need of ads within the State which would be aimed at inducing a feeling of pride and satisfaction in those people who were already located here.

The possibility of a State brochure, possibly based on the California publication which was put out by the Bank of California, or a State magazine, were both discussed. The biggest problem here is the cost of such publications. The idea of an insert such as Fortune magazine foisted off on us sometime ago, was discussed with extremely negative response. Apparently the general feeling is that one-shot advertising does very little good except possibly for the publishing company. Mr. Robinson brought out the fact that some of the banks are considering publication of a Michigan brochure and asked for suggestions as to what it should contain. He also brought out that a coordinated advertising program could possibly be developed with the State as a participant if sufficient other companies would agree in advance to such a program. By agreeing in advance they would in effect be committing themselves to take one or more ads in some chosen publication.

Jack Kavanaugh reported that so far six State companies have been called on in the continuing contact program. He personally was on two. He reported that he was cordially received, developed no new leads, had some problems brought up, and was quite surprised by the apparent lack of knowledge by some of our State industrialists of Michigan's assets.

From the reports of those present there are apparently some spot labor shortages in particular trades within the State. There were others present who doubted this.

Bob Gage reported that the Revenue Bond Issue test case is proceeding well, and with luck we could possibly have a Supreme Court decision by Spring.

Bill Farrell asked that at some future meeting we have on the agenda consideration of some other type of financing of the State. In connection with this Bob Gage is arranging for a report on the various financing and arrangements available at the present time. Jack Kavanaugh reported that the Finance Advisory Committee had its first meeting, and the possibility of MPIDA making recommendations to this Committee, was discussed.
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Irving Cane was legally, if somewhat informally, approved for membership in our group subject to payment of dues.

Gus Peterson brought up the subject of the forms used to keep information on buildings, sites, and community data on file. He feels that the forms used by the NYC worked very well. However, he would appreciate it if each of us would send copies of the forms we use to him, and he will then report on this at our next meeting.

The meeting adjourned at 2:10 P.M.

Respectfully submitted,

D. J. West
Secretary

10/22/64