



## MEETING SUMMARY

Central Lake  
August 24, 2016  
2:00 PM

### Attendance

John Iacoangeli	Beckett & Raeder	jri@bria2.com
Joe Borgstrom	Place and Main	joe@placeandmain.com
Daniel Leonard	MEDC CATeam	<a href="mailto:leonardd6@michigan.org">leonardd6@michigan.org</a>
Harold (Buck) Love	TIA/WDA Networks Northwest	haroldlove@networksnorthwest.org
Larry Eckhardt	Village of Central Lake	larry@larryeckhardt.com
Greg Shooks	Shooks Farms	gjshooks@torchlake.com
Corey Hoeksema	DDA	choeksma@gmail.com
Bethany Whitley	NLEA	bethany@northernlakes.net
Sara Christensen	NLEA	sara@nothernlakes.net
Rachael Antaya	Village of Central Lake	clerk@centrallakemi.org
Chad Munger	Mammoth Distilling	chad@mammothdistilling.com
Melissa Zelenak	Village of Central Lake	melissazelenak@icloud.com

Meeting commenced at 2:10 PM.

#### 1. Introductions

Participants asked to introduce themselves and provide a brief background. This included PRT Technical Team, State and Regional Partners and PRT Community Stakeholders.

#### 2. Review of PRT Action Strategy

Dan Leonard provided background on the Action Strategy that was conducted in Fall of 2015. Outcome of those sessions included review of zoning provisions to focus on administrative processes, housing densities and provisions to encourage other housing options. In addition, Dan and Buck compiled available market data to identify gaps in retail and service businesses, and market leakage.

*Note: Dan will forward this information to PRT Technical Team*

Also discussed was an economic development strategy focused on creating year-round employment opportunities. One area of interest was agriculture. It was noted that Antrim County, due to its geography, has specialty crops (orchards / vineyards) on the west side of the County and traditional crops (hay, corn, etc. ) and livestock in the eastern portion. An underserved economic opportunity is livestock processing. Buck and Greg have researched this issue and suggest there is sufficient market. Key components require access to Class A road and 3-phase power.

The relationship between Central Lake and the Breezeway was discussed. It was noted that there is awareness of the Breezeway marketing effort to connect Atwood, Ellsworth, East Jordan and Boyne Falls but no connection with Central Lake.

Housing was discussed. The lack of affordable and workforce housing was mentioned as issues. Affordable housing was defined as a home \$75,000 to \$85,000 in value. The other issue discussed was problematic financing where the cost to build is greater than the market valuation. As a result, lenders are reluctant to finance.

Although the community has some rentals available there is a need.

Lack of housing options affects the enrollment potential for the Central Lake Public Schools. A former Central Lake resident created an endowment, known as CLEO, through the Grand Traverse County Community Foundation to establish an early childhood development program that is run through the school. The program provides a variety of childhood development programs, including parental counseling, and subsidies for child care. The program is available to Central Lake School district families. This is obviously an asset with the ability to recruit families to the community but the lack of housing options may be a barrier.

It was suggested that a prototype be developed for a housing project. An available site would be used and a pre-development proposal developed (costs and illustration) of the proposed project. The material could in turn be used for a developer RFQ/RFP.

*Note: John I will run this by MML as a potential case study.*

Dan mentioned that the regional TMA was supportive of additional housing for Central Lake and Antrim County.

Regarding downtown Corey mentioned that parking has been an issue. The Village does have a public parking lot but it is not signed and could be expanded. Another issue was the proposal to develop apartments downtown through a MSHDA program; but the project has stalled due to the potential of asbestos removal. The owner of the building was Michelle Fox.

Potential expansion projects downtown include Village Market and Mammoth Distilling. Also discussed was the possibility of shared / flexible office space focused on remote work and the seasonal population that may require occasional office-related services.

### 3. Determination of Work Scope

The group focused in on three objectives, including;

- a. Livestock Processing (*Team Members: Greg, Dan, Buck and Larry*)
- b. Marketing & Promotion (*Team Members: Chad, Melissa, and Corey*)
- c. Affordable Housing (*Team Members: Larry*)

The PRT Technical Team will supplement each team. Based on scope of projects the PRT Technical Team will also include Eric Helzer to assist on brownfield-related projects.

#### 4. Communications

The web site was reviewed and it was noted that all background documents and information produced through the course of the program will be available on the site. Also discussed was a periodical conference call with all PRT communities to review project status and updates. These will be noticed in advance.

#### 5. Meeting Schedule

It was decided that the **4<sup>th</sup> Wednesday of the month at 6PM** will be the regular time for Central Lake PRT Group to meet. The meetings will be held at the Government Center.

Next meeting: September 28, 6PM.

#### TASK LIST

##### Livestock Processing –

- Greg and Buck will pull together background information and begin to develop a project budget.

##### Marketing & Promotions –

- PRT Technical Team internal discussion to map out approach.
- PRT Technical Team to convene committee session

##### Affordable Housing –

- PRT Technical Team to discuss with MML
- Larry to provide list of redevelopment lists
- Discussion with Eric on brownfield