



INITIAL SITE VISIT

MEETING AGENDA

Harrison, Michigan

September 16, 2016

9:00 AM

Harrison City Hall, 229 E Beech St., Harrison 48625

1. Call to Order
2. Introductions
 - a. PRT Technical Team
 - b. State and Regional Partners
 - c. PRT Community Stakeholders
3. Review of PRT Action Strategy
 - a. Actions that have taken place since the preparation of the Action Strategy
 - b. Ongoing Action Items
4. Scope of Technical Assistance Work Elements
 - a. Marketing and Branding
 - b. Master Plan Update
 - c. Zoning Ordinance Revisions

Marketing and Branding

5. Discussion of other programs and projects that may influence the Action Strategy and Scope of Work
 - a. Local initiatives
 - b. County initiatives
 - c. Regional initiatives
6. Communications - External
 - a. Stakeholders
 - b. Community
7. Communication – Internal
 - a. Monthly conference calls
 - i. Conference Call
 - ii. GoToMeeting
8. Other Business
9. Adjournment



CONTACT LIST

Harrison

Primary Contact

Region	Name	Organization	Role	Email	Phone	
All	John Iacoangeli	BRI	Principal, Planner Downtown	jri@bria2.com	734-646-6901	
All	Joe Borgstrom	Place and Main	Development	joe@placeandmain.com	517-614-2733	
All	Leah DuMouchel	BRI	Planner	ldumouchel@bria2.com	734-239-6616	
All	Michelle Parkkonen	MEDC RRC	Manager	parkkonenm@michigan.org	(517)599-8796	
All	Laura Krizov	Michigan Main Street	Manager	krizovl1@michigan.org	(517)420-8128	
1 5 6 9	10	Stacy Esbrook	MEDC CATeam	Regional Manager	esbrooks@michigan.org	(517)819-3144
5 6 9	Debbie Neumann	MEDC RRC	Planner	neumannd2@michigan.org	(517)512-0940	
5 6	James Espinoza	MEDC CATeam	5 6	espinozaj3@michigan.org	(989)590-0512	
5	Kathy Methner	TIA/WDA Michigan Works! Region 7B		kmethner@michworks4u.org	989-539-2173	
5	Tracy Beadle	City of Harrison	Clerk	clerk@cityofharrison-mi.gov	(989)539-7145	



TECHNICAL WORK PLAN

Harrison

Harrison		
Q1	Community	Team
1		Review ZO
2	MMCC / CMU student marketing group	MEDC Community Profile video outline
3		Brand and marketing strategy work sessions
4		Asset Based Mapping and Forum to review and interpret results
Q2	Community	Team
1	MEDC Community Profile video PR and marketing	Review development process and make alterations to conform with RRC BMPs
2	Continue w student marketing group	Plan for 1-2 place-based assets
3		Review ED strategy
Q3	Community	Team
1	Deliver marketing strategy	Inventory redevelopment sites; determine brownfield sites; suggest redevelopment model
2	Unveil brand	
3	Incorporate place-based asset plans and marketing into guiding docs	Preparation of Market and Branding Recommendations
4	MEDC CAT relationships	



COMMUNITIES



NEWBERRY



CENTRAL LAKE



GRAYLING



EWART



HARRISON



SANDUSKY



CHARLOTTE



PAW PAW



HILLSDALE



RIVER ROUGE

GET IN TOUCH

Your Name Your Email Subject

Your message

SEND MESSAGE

Calendar

AUGUST 2016



MON	TUE	WED	THU	FRI	SAT	SUN
1 Project Rising Tide Kickoff Meeting	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Check-in: Admin Conference Call	18	19	20	21
22	23 Central Lake Kickoff Event	24	25	26	27	28
29 Newberry Kickoff Event	30	31				

Resource Library

An important goal of the Rising Tide project is to increase the capacity of each community to address the many varied needs of its citizens and stakeholders. The resources here are all designed to offer guidance, instruction, best practices, and support regarding specific topics related to community and economic development.

Community Engagement

Toolkit
COMMUNITY ENGAGEMENT

Branding Your City

Planning and Zoning

A Citizen's Guide to Planning & Zoning in Northwest Michigan

Placemaking

462,791,322

walking the Walk