



## MEETING SUMMARY

Hillsdale

October 24, 2016

9:00 AM

### Attendance

Alan Beeker	City of Hillsdale	abeeker@cityofhillsdale.org
Kelly LePresto	City of Hillsdale	klepresto@cityofhillsdale.org
Brian Barrick	Beckett & Raeder	bbarrick@bria2.com
Joe Borgstrom	Place and Main Advisors	joe@placeandmain.com
Eric Macy	Nonik Technologies	eric_macy@nonik.com
Amber Yoder	Hillsdale County Community Foundation/Planning Commission	a.yoder@abouthccf.org
Chris Sumnar	City of Hillsdale TIFA	csumnar@sumnarscholl.com
James Coutu	Michigan Works SE	jcoutu@mwse.org
Dominic Romano	MEDC- CATeam	romanod@michigan.org
Bill Zeiser	Hillsdale City Council	zeiserforhillsdale@gmail.com
David Mackie	City of Hillsdale	dmackie@cityofhillsdale.org
Debbie Neumann	MEDC- RRC	Neumannd2@michigan.org
Mary Wolfram	City of Hillsdale	econdev@cityofhillsdale.org

Meeting commenced at 9:00 AM.

#### 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 Progress

Alan presented an overview of what the community had done with the PRT strategy since January. A change (and vacancy for some time) of a CATeam representative hindered some of their efforts. However, the community has convened an economic development steering committee who has crafted a mission statement.

Additionally, the community has engaged the Michigan Vacant Properties campaign and a report from the group (Community Development Association of Michigan, Michigan Municipal League, and Michigan Community Resources) was completed in March 2016.

The community attempted to convene a group to pursue a Target Market Analysis (TMA) partnering with Adrian, Tecumseh and Monroe, but ultimately two of the communities decided not to go forward with the project while another (Monroe) went forward on their own. There is still interest in doing a TMA as the lack of housing is an important road block for attracting more talent to the area.

#### 3. Work Plan

The PRT Work Plan was reviewed in detail. The City and Hillsdale College are interested in a Form-Based Code for both downtown and the University Corridor.

Another element discussed was the redevelopment site evaluation. The DTE River Rouge property was looped into this discussion.

Joe discussed the Economic Development strategy was covered and there was lengthy discussion on the challenges facing the community. Talent Attraction was identified as a major issue, specifically retaining Hillsdale College graduates and non-college educated manufacturing-related talent. Further discussion also revealed a significant shortage of housing in the community of all levels. Some additional challenges include a low labor participation rate (56%), antiquated housing stock that is need of significant repair, lack of a convention and visitor's bureau to help market the area, and a sometimes-tenuous relationship with the college.

The city requested an audit of the city's zoning code to find areas of improvement, especially in simplifying the coding language. Several members expressed frustration with the current zoning's overly complicated language.

Joe reviewed the branding and market process that Arnett Muldrow will undertake and the Communications Plan that will be provided to the community.

#### 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.

#### TASK LIST

Beckett and Raeder will be following up with the city's planner to begin work on the form based codes.

Place & Main Advisors will be following up with the city's economic development consultant to arrange an economic development input session from key stakeholders.

Place & Main Advisors will coordinate with ArnettMuldrow & Associates to schedule time for Ben Muldrow to deliver branding services.