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SPECIAL BOARD MEETING  
BOARD OF DIRECTORS' MEETING

***Friday, October 25, 2024, 2024, 7:30 am***

Albion Economic Development Corporation Offices  
115 N. Superior Street, Albion, MI 49224

AGENDA

- 1) Call To Order
- 2) Roll Call
- 3) Approve Agenda
- 4) Public Comment

*(Persons addressing the Board shall limit their comments to no more than 3 minutes)*

- 5) The President/CEO requests a closed session pursuant to MCL 15.268(1)(d), to consider the purchase or lease of real property up to the time an option to purchase or lease that real property is obtained.

5.1) Approve items from closed session

- 6) Review and approve minutes – September 12<sup>th</sup> Board meeting
- 7) Review and approve minutes - October 9<sup>th</sup> Strategic Planning meeting
- 8) Review and approve minutes – October 9<sup>th</sup> Special Board meeting
- 9) 2025 Board Goal Setting

10) Board of Directors Discussion & Comments

- City of Albion
- Albion Township
- Sheridan Township
- Greater Albion Chamber of Commerce
- Board at-Large

11) Motion to Excuse Absent Members

12) Public Comment

*(Persons addressing the Board shall limit their comments to no more than 3 minutes)*

13) Adjournment

**MISSION:**

Leveraging partnerships and innovative tactics, AEDC is committed to driving economic revitalization by attracting businesses, supporting workforce development, and investing in strategic infrastructure to create a vibrant community where residents can live, work, and thrive and our shared heritage is celebrated.

**VISION**

AEDC seeks to transform Albion into a thriving, inclusive, and sustainable community through strategic partnerships, innovation, and community engagement focused on promoting economic growth of existing entities, attracting new enterprises and talents, creating opportunities for all residents, and improving our shared quality of life.

**CORE VALUES**

- (1) Compassion
- (2) Authenticity
- (3) Trust
- (4) Accountability

# EDC/TIFA/BRA BOARD OF DIRECTORS SPECIAL MEETING MINUTES

Held at Albion EDC Offices, 115 N. Superior Street, Albion MI  
49224

September 12, 2024

## **EDC Board Meeting called to order by Harvey at 7:30 am.**

Board Members Present: Ian Barbour; Jerome Harvey; Bruce Nelson; Timothy Zeller; Vicky Clark;  
Trevor White; Ben Wallace

Counsel: Richard Lindsey

Board Members Absent: Mayor Snyder

Ex Officio Non-Voting: None

Community:

Staff: Virgie Ammerman

Motion made by Wallace, seconded by Clark, to approve the agenda. 7-0

Public Comments: Ammerman introduced Jennifer “Jenny” Swanson, Exec Asst/Board Liaison

Motion made by Zeller, seconded by White, (7:40 am) to enter closed session pursuant to MCL  
15.268(1)(d)

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes  
Wallace – Yes  
White - Yes

Motion made by Zeller, seconded by Barbour, (8:04 am) to re-open board meeting.

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes  
Wallace – Yes  
White – Yes

Motion made by Zeller, seconded by Barbour, to approve items as reviewed in closed session.

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes  
Wallace – Yes  
White – Yes

Motion made by Wallace, seconded by Zeller, (8:05 am) to enter closed session pursuant to MCL 15.268(1)(a)

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes  
Wallace – Yes  
White – Yes

Motion made by Zeller, seconded by Barbour, (9:28 am) to re-open board meeting.

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes  
Wallace – Yes  
White – Yes

Motion made by Zeller, seconded by Barbour, to approve items as reviewed in closed session.

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes  
Wallace – Yes  
White – Yes

Note: Agenda Items 8 – 12 and 16 – 18 to be addressed at a future meeting.

Motion made by Zeller, seconded by Harvey, to approve Revolving Loan Fund (RLF) as recommended by the RLF Committee – Buildwealth LLC.

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes

Motion made by Zeller, seconded by Clark, to approve the City of Albion / EDC Administrative Interlocal Agreement including 100% of Brownfield fees collected each year be submitted to the City of Albion for administrative services.

Nelson – Yes  
Barbour – Yes  
Harvey – Yes  
Zeller – Yes  
Clark – Yes

Motion made by Clark, seconded by Zeller, to adjourn at 9:46 am. 5-0

# EDC/TIFA/BRA BOARD OF DIRECTORS SPECIAL MEETING MINUTES

Held at Albion EDC Offices, 115 N. Superior Street, Albion MI  
49224

October 9, 2024

## **EDC Board Meeting called to order by Harvey at 7:30 am.**

Board Members Present: Ian Barbour; Jerome Harvey; Bruce Nelson; Ben Wallace; Mayor Snyder

Counsel: Richard Lindsey

Board Members Absent: Trevor White; Timothy Zeller

Ex Officio Non-Voting: None

Community:

Staff: Virgie Ammerman

Motion made by Wallace, seconded by Barbour, to approve the agenda. 5-0

After significant board discussion, it was decided to continue the setting of 2025 Board Goals on Friday, October 25, at 7:30 am.

Motion made by Wallace, seconded by Mayor Snyder, to approve the Mission, Vision, and Core Values Policy as included in the Board Agenda. 5-0

Motion made by Wallace, seconded by Barbour, to adjourn at 9:00 am. 5-0

# EDC/TIFA/BRA BOARD OF DIRECTORS SPECIAL MEETING MINUTES

Held at Albion EDC Offices, 115 N. Superior Street, Albion MI  
49224

October 9, 2024

## **EDC Board Meeting called to order by Harvey at 9:00 am.**

Board Members Present: Ian Barbour; Jerome Harvey; Bruce Nelson; Ben Wallace; Mayor Snyder

Counsel: Richard Lindsey

Board Members Absent: Trevor White; Timothy Zeller

Ex Officio Non-Voting: None

Community:

Staff: Virgie Ammerman

Motion made by Wallace, seconded by Barbour, to approve the agenda as presented. Motion made by Wallace, seconded by Mayor Snyder, to amend the agenda prior to approval and add item 3.1 to accept Vicky Clark's resignation. 5-0

Motion made by Wallace, seconded by Mayor Snyder, to appoint Bruce Nelson as the Board Secretary. 5-0

Motion made by Mayor Snyder, seconded by Wallace, to approve the City of Albion Quit Claim Deed for the property purchased for the water tower.

Nelson – Yes  
Harvey – Yes  
Snyder – Yes  
Barbour – Yes  
Wallace – Yes

Motion made by Wallace, seconded by Mayor Snyder, to enter into closed session at 9:14 am.

Nelson – Yes  
Harvey – Yes  
Snyder – Yes  
Barbour – Yes  
Wallace – Yes

Motion made by Wallace, seconded by Nelson, to return to open meeting at 10:40 am.

Nelson – Yes  
Harvey – Yes  
Snyder – Yes  
Barbour – Yes  
Wallace – Yes

Motion made by Wallace, seconded by Mayor Snyder, to approve items as discussed in closed session.

Nelson – Yes  
Harvey – Yes  
Snyder – Yes  
Barbour – Yes  
Wallace – Yes

Motion made by Wallace, seconded by Barbour, to excuse absent members. 5-0

Motion made by Wallace, seconded by Nelson, to adjourn at 10:41 am. 5-0



# Content Pillars

## CREATING CONSISTENT MESSAGING

Content Pillars break down the four categories of advantages your brand offers audiences. Going beyond the “what” of each category, the features column summarizes the “why” aspect of your audiences’ experience.

Each of the pillars is supported by one of your four brand voice descriptors (word one, word two, word three, or word four) to demonstrate your unique ability to deliver comprehensive features and solutions to meet your audiences’ specific needs with clear benefits.

Content Pillars break down the categories of events and resources your organization offers.

	FEATURES	
<b>Category one</b> Industrial	Opportunities and updates Success stories Economic impact	Innovation and technology Organization spotlight
<b>Category two</b> Commercial	Business spotlight Resources and information for businesses Networking and events	Success stories
<b>Category three</b> Workforce	Job opportunities Employer spotlight Training and education	Success stories A day in the life...
<b>Category four</b> Community	Quality of life (amenities, accessibilities, opportunities) Community involvement opportunities Local events and updates Holidays	Historical and cultural features AEDC updates and accomplishments Housing development (increase, reuse, preservation)

# Albion Economic Development Corporation Board Goals

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- ENHANCE TECHNICAL EDUCATION
- CREATE AND PRESERVE HOUSING
- INFLUENCE SAFETY NET OPTIONS - HOUSING
- PLAN FOR 2026
- PLAN FOR 2027 - 2031 5-YEAR PLAN
- CREATE CAPACITY FOR INDUSTRIAL GROWTH
- COORDINATE WORKFORCE TRAINING OPPORTUNITIES
- ATTRACT/EXPAND COMMERCIAL PRESENCE
- DEVELOP/SUPPORT ENTREPRENEURS

# Albion Economic Development Corporation Goal Chart

## INDUSTRIAL GOALS

Enhance Technical Education

Create Capacity for Industrial Growth

Develop/Support Entrepreneurs

Plan for 2026

Plan for 2027-2031

### 10-Point Plan Steps

1 5 6 7 10

1. Technology & Education

5. Entrepreneurs

6. Industrial Retention, Attraction, & Environmental Justice Work

7. Leadership

10. Equitable Allocation of Resources

## COMMERCIAL GOALS

Attract/Expand Commercial Presence

Develop/Support Entrepreneurs

Plan for 2026

Plan for 2027-2031

### 10-Point Plan Steps

4 5 7 10

4. Business Districts Development

5. Entrepreneurs

7. Leadership

10. Equitable Allocation of Resources

## WORKFORCE GOALS

Enhance Technical Education

Coordinate Workforce Training Opportunities

Plan for 2026

Plan for 2027-2031

### 10-Point Plan Steps

1 2 7 10

1. Technology & Education

2. Childcare & Transportation

7. Leadership

10. Equitable Allocation of Resources

## COMMUNITY GOALS

Create and Preserve Housing

Influence Safety Net Options - Housing

Plan for 2026

Plan for 2027-2031

### 10-Point Plan Steps

3 6 7 8 9 10

3. Housing

6. Industrial Retention, Attraction, & Environmental Justice Work

7. Leadership

8. Financial Literacy

9. Quality & Affordable Healthcare

10. Equitable Allocation of Resources