

April 1, 2021
Thursday, ~~February 4, 2020~~, 7:30 am

Via Zoom Webinar

<https://us02web.zoom.us/j/88258477704?pwd=Rm9PWk9yQjNwSlhKbFNNTExCbzNVUT09>

***Mission Statement:** Retain, expand and recruit business and industry to the greater Albion area and strengthen and revitalize the local economy.*

Economic Development Strategic Plan

- Goal 1: Stabilize the downtown, enhance its historic character, and support its economic growth.
- Goal 2: Stabilize the City's major corridors and support their economic growth.
- Goal 3: Build the human and capital capacity of key economic development agencies within Albion.
- Goal 4: Retain and attract high-leverage jobs to Albion.
- Goal 5: Strengthen housing market and stock.
- Goal 6: Create a unified brand for Albion to drive tourism, business growth, and investment. (GACC)
- Goal 7: Make strategic choices to turn Albion into a destination for current and future residents and tourists. (GACC)

AGENDA

- 1) Roll Call
- 2) *Presentations*
 - a) *Wildflower Crossing – Michael Callaghan, Four Leaf Properties*
 - b) *Dr. Matthew Johnson, Albion College*
- 3) Public Comment
(Persons addressing the Board shall limit their comments to no more than 3 minutes)
- 4) Action Items:
 - a) Consent Agenda:
 - i) Approval of Minutes from February 4, 2021 Board Meeting
 - ii) Approval of Minutes from March 4, 2021 Board Meeting (Economic Forecast)
 - iii) Action to Excuse Absent Directors, if applicable (EDC/TIFA/BRA)
All matters listed under Item 3(a), Consent Agenda, are considered routine by the board and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.
 - b) Albion First (EDC/Chamber/DDA Merger) - Discussions
 - i) Decide/Approve Direction of how to proceed
- 5) Entrepreneurship – Enhanced “E” Programming
 - a) Albion Community Foundation – Greater Albion Fund \$5000 Grant
- 6) Workforce Development – Bowman
- 7) President’s Report
 - a) Albion Food Hub – final report
- 8) Board of Directors Discussion & Comments
- 9) Public Comment
(Persons addressing the Board shall limit their comments to no more than 3 minutes)
- 10) Adjournment

Next Board Meeting will be Thursday, May 6, 2021 at 7:30 am.



Premier, affordable
community

Albion, Michigan



WILDFLOWER CROSSING

 **FOUR LEAF PROPERTIES**

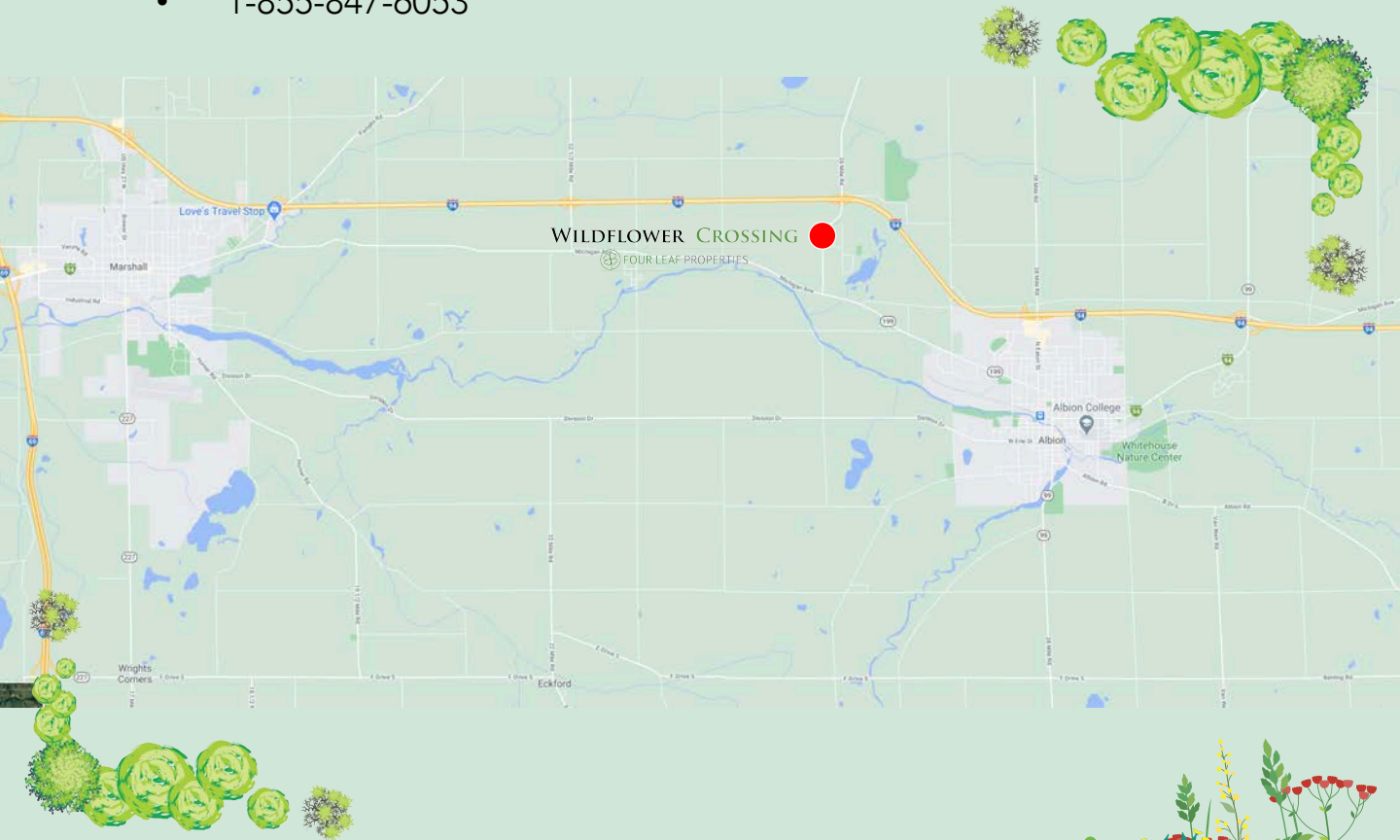
WILDFLOWER CROSSING



Location

Albion, MI

- Near Interstate 94
- Near Albion College
- Midway between Kalamazoo & Ann Arbor
- **Wildflower Crossing:** 1642 Alyssum Court, Albion, MI, 49224
- 1-855-847-6053



Premier, affordable community in Albion, Michigan

www.fourleafprop.com / wildflower@fourleafprop.com / 1-855-847-6053





WILDFLOWER CROSSING



New Neighborhood

Wildflower Crossing is a **fantastic new neighborhood in Albion, Michigan**. Nestled among trees and wildflowers, this community of new homes and lifestyle amenities offers exceptional living – that’s affordable.

112 Lots

New Homes

Starting at:
\$844 /MO



3/4 Bedroom Homes



Clubhouse + Pavilion



Resident Lifestyle Experience



Great Schools (Marshall)



Playground



Professionally Managed



Gated Entrance



Dog Park



Garage Packages Available



Financing Available

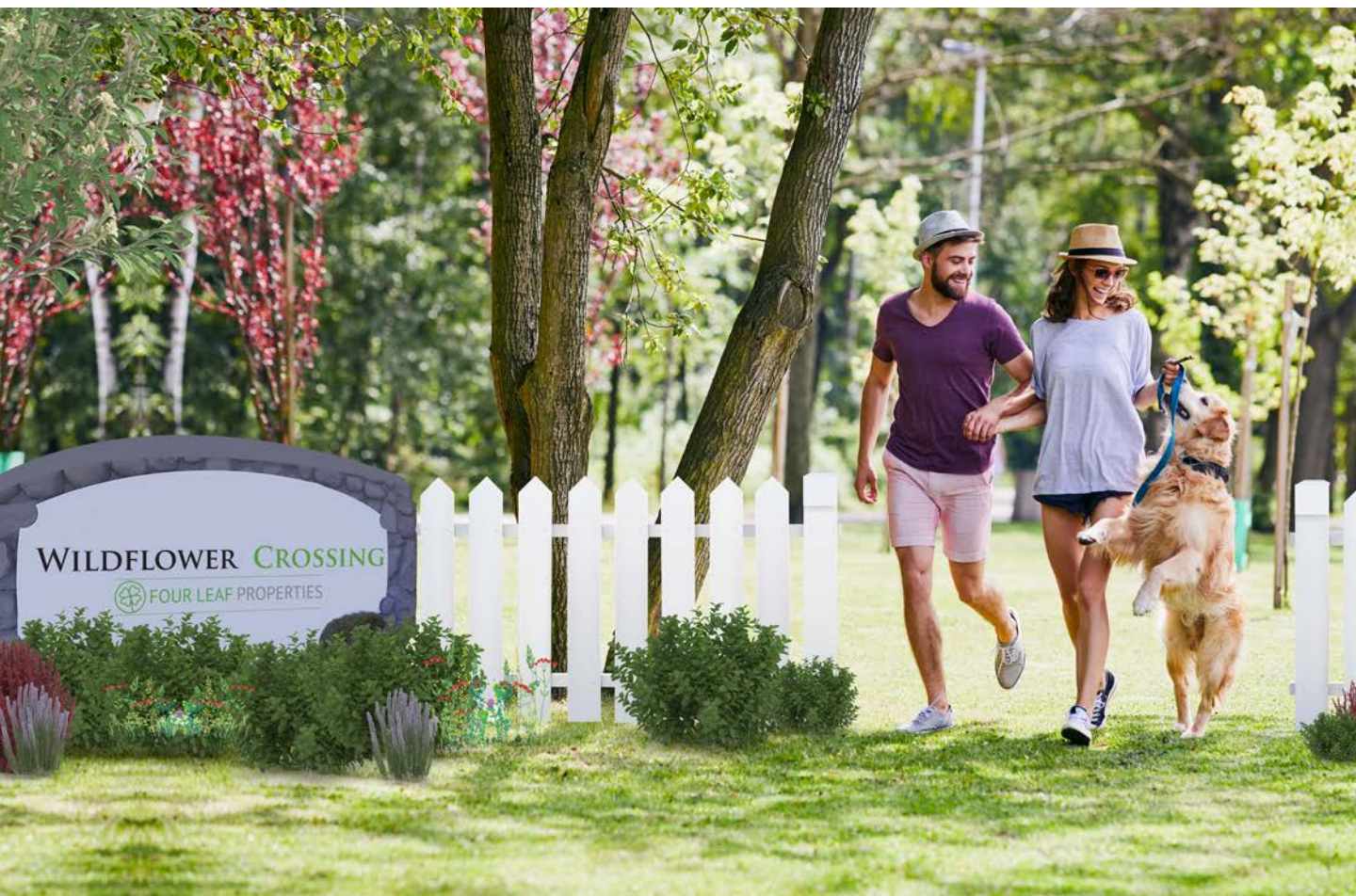


Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$53,618, 9.93 APR, 10% Down. 300 payments, \$844.00, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

Exceptional Lifestyle Experience

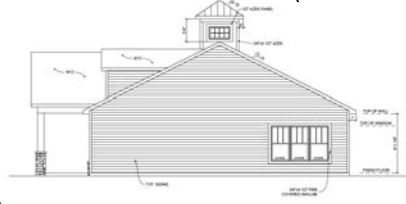
Wildflower Crossing is an affordable, gated community with **modern factory-built homes**. Residents will enjoy an unmatched lifestyle experience — among sprawling wildflower meadows.

- ✓ Take in the natural beauty on **walking trails**
- ✓ Climb on the **playground**
- ✓ Play at the **dog park**
- ✓ Gather your friends and family at **gorgeous indoor & outdoor clubhouse space**
- ✓ Connect with your neighbors at **community events**
- ✓ Relax and come home to **Wildflower Crossing**



Community Clubhouse
Coming 2021

Clubhouse
Side / Elevation



WILDFLOWER CROSSING



New Homes

- ✓ Open Concept Floor Plans + On-Trend Finishes
- ✓ Spacious Homes from **1012 sq ft – 1568 sq ft.**



Affordability

Our community is designed to offer **quality homes at amazing prices** – delivering massive value.

- ✓ Monthly payment fits within budget. Homes start at **\$844/month.**
- ✓ Home prices discounted **30-60%**
- ✓ Home warranty included
- ✓ **Energy-efficient** technologies and upgrades included
- ✓ In-house **financing available** at Wildflower Crossing



First Choice 
Manufactured Home Lending



Community Map

112 Lots available in Phase 1



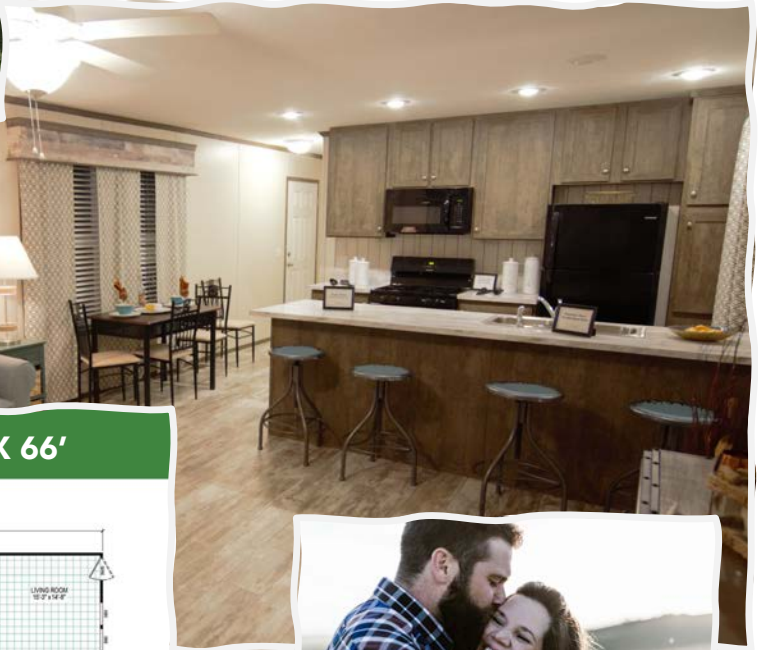
Home Package

3 Bedroom / 2 Bath

1012 Sq. Ft.

Starting at: *\$844 / Month*

(\$53,618)



#766 Floorplan 16' X 66'



Features / #766

- Modern/open floor plan with 3 bedrooms/2 bath
- Spacious kitchen with full kitchen appliance package
- 42" overhead cabinets
- Large utility/laundry room
- Wood grain cornices with full length drapes
- Master bedroom suite with private bathroom and walk-in closet
- Ecobee 3 Smart Thermostat
- Smart comfort Carrier energy-efficient furnace



WILDFLOWER CROSSING



Home Package

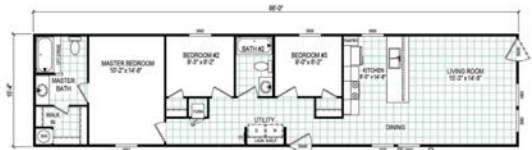
With **GARAGE**

3 Bedroom / 2 Bath
1012 Sq. Ft.

Starting at: **\$1,052 / Month**
(\$78,230)



#766 Floorplan 16' X 66'



Features / #766

- Modern/open floor plan with 3 bedrooms/2 bath
- 1 stall garage
- Spacious kitchen with full kitchen appliance package
- 42" overhead cabinets
- Large utility/laundry room
- Wood grain cornices with full length drapes
- Master bedroom suite with private bathroom and walk-in closet
- Ecobee 3 Smart Thermostat
- Smart comfort Carrier energy-efficient furnace



Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$78,230, 9.93 APR, 10% Down. 300 payments, \$1,052, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

WILDFLOWER CROSSING



Home Package

4 Bedroom / 2 Bath
1568 Sq. Ft.

Starting at: *\$1,044 / Month*
(\$75,228)



#732 Floorplan 28' X 56'



Features / #732

- Modern/open floor plan with 4 bedrooms/2 bath
- Upgraded, oversized Kitchen island with pendant lights
- 42" overhead cabinets with built in pantry
- Living room and dining room
- Large utility/laundry room
- Spacious walk in closets
- Upgraded crown molding
- Wood grain cornices with full length drapes
- Ecobee 3 Smart Thermostat
- Smart comfort Carrier energy-efficient furnace



Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$75,228, 9.93 APR, 10% Down. 300 payments, \$1,044, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

WILDFLOWER CROSSING



Home Package

3 Bedroom / 2 Bath
1568 Sq. Ft.

Starting at: **\$1,021 / Month**
(\$72,624)



Sherwood Floorplan 28' X 56'



Features / Sherwood

- Modern/open floor plan
- 3 bedrooms/2 bath
- Full drywall home
- Cozy front porch
- Large gathering kitchen
- Kitchen island featuring farmhouse chandelier
- Dining area with oversized picture window
- Luxury master bedroom suite with private bathroom and walk-in closet



Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$72,624, 9.93 APR, 10% Down. 300 payments, \$1,021, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

WILDFLOWER CROSSING



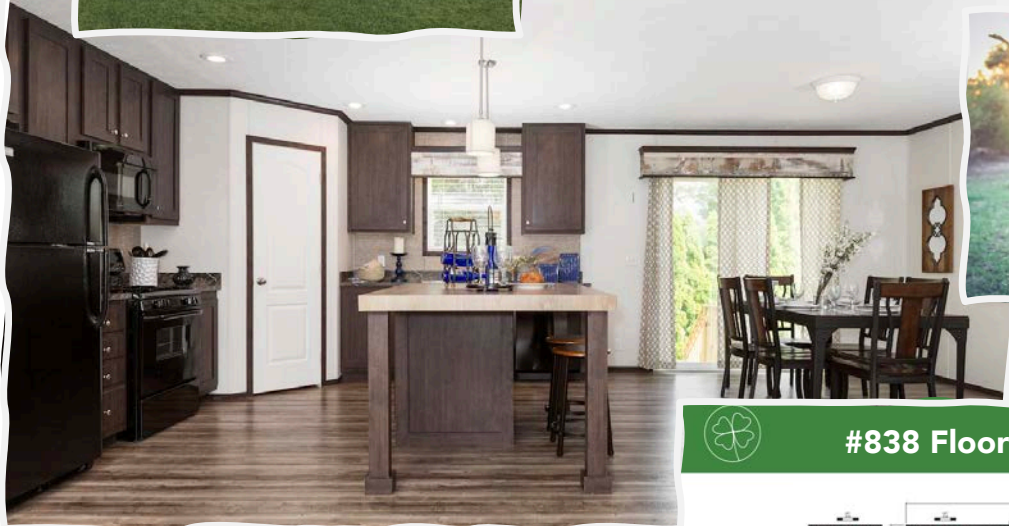
Home Package

3 Bedroom / 2 Bath

1456 Sq. Ft.

\$1,021 / Month

(\$72,706)



#838 Floorplan 28' X 52'



Features / #838

- Modern/open floor plan with 3 bedrooms/2 bath
- Kitchen island with pendant lights
- 42" overhead cabinets
- Walk-in Pantry in kitchen
- Large utility/laundry room
- Upgraded crown molding
- Wood grain cornices with full length drapes
- Master bedroom suite with dressing area and walk-in closet
- Ecobee 3 Smart Thermostat
- Smart comfort Carrier energy-efficient furnace



Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$72,706, 9.93 APR, 10% Down. 300 payments, \$1,021, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

WILDFLOWER CROSSING



Home Package

With **GARAGE**

3 Bedroom / 2 Bath

1456 Sq. Ft.

\$1,295 / Month

(\$105,125)



#838 Floorplan 28' X 52'



Features / #838

- Modern/open floor plan with 3 bedrooms/2 bath
- 2 Stall attached garage
- Kitchen island with pendant lights
- 42" overhead cabinets
- Walk-in Pantry in kitchen
- Large utility/laundry room
- Upgraded crown molding
- Wood grain cornices with full length drapes
- Master bedroom suite with dressing area and walk-in closet
- Ecobee 3 Smart Thermostat
- Smart comfort Carrier energy-efficient furnace



Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$105,125, 9.93 APR, 10% Down. 300 payments, \$1,295, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

WILDFLOWER CROSSING



Home Package



3 Bedroom / 2 Bath
1568 Sq. Ft.

\$1,081 / Month
(\$79,706)



Loft Floorplan 28' X 56'



Features / Loft

- Modern/open floor plan
- 3 bedrooms/2 bath
- Butler's Pantry
- Large gathering kitchen
- Kitchen island featuring farmhouse chandelier
- Dining area with oversized picture window
- Luxury master bedroom suite with private bathroom and walk-in closet



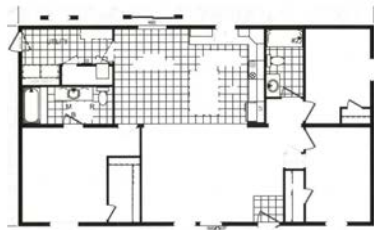
Financing offered through First Choice MH LLC, a licensed mortgage loan originator in the State of Michigan. Main office 600 W. 22nd Street Suite 101 Oak Brook, IL 60523. NMLS# 1241272. Equal Housing Lender. Estimated monthly payment based on price of \$79,706, 9.93 APR, 10% Down. 300 payments, \$1,081, Site Rent included plus insurance or local site taxes. All conditions are subject to credit approval and approval for residency within an authorized community. Contact local Community Manager for details. Amounts rounded to the nearest dollar.

Home Package

3 Bedroom / 2 Bath
1344 Sq. Ft.
\$995 / Month
(\$70,000)



#746 Floorplan 28' X 48'



Features / #746

- Modern/open floor plan with 3 bedrooms/2 bath
- Split floorplan
- Gourmet Kitchen with custom built large island/pendant lights
- 42" overhead cabinets
- Large Mudroom/Laundry room with Hall tree
- Spacious walk in closets
- Upgraded crown molding
- Wood grain cornices with full length drapes
- Ecobee 3 Smart Thermostat
- Smart comfort Carrier energy-efficient furnace





WILDFLOWER CROSSING



"Flowers are like friends; they
bring color to the world."

— *Unknown*



Premier, affordable community in Albion, Michigan

1642 Alyssum Court, Albion, Michigan, 49224 / 1-855-847-6053
wildflower@fourleafprop.com / www.fourleafprop.com

EDC/TIFA/BRA BOARD OF DIRECTORS MEETING MINUTES

Held via Zoom webinar

February 4, 2021

EDC Board Meeting called to order by McCall at 7:35 a.m.

Board Members Present: Herm McCall, 3221 Country Club Way; Ed Haas, 100 Jonesville Rd; Jerome Harvey, Ypsilanti; Scott Evans, 415 S Superior; Mauri Ditzler, 81845 625 Rosedale; Annette Norris, 420 Broadway Place; Ben Wallace, vehicle on I-94; Joyce Spicer, 27909 Condon Rd; Victoria Garcia (Mayor), 718 Church St.

Board Members Absent: None

Ex Officio Non-Voting: None

Community: Haley Snyder (City Manager)

Staff: Amy Deprez Christine Bowman

Public Comment:

There was no public comment.

Action Items:

Approval of Consent Agenda

Consent agenda items were reviewed as a group, consisting of approval of Minutes from December 3, 2020 Board Meeting, approval of Minutes from January 14, 2021 Special Meeting and approval of Consolidated Statement for November 2020. No directors were excused as part of the consent agenda.

- Motion by Spicer to support consent agenda, supported by Evans.
- Roll Call Vote.
- Resolved: Motion carried.

City of Albion Direction

Mayor Snyder shared that Haley Snyder has been promoted to City Manager and Albion College had hired a Planning Director who would be appointed to the EDC Board. City Manager Snyder shared the City has contracted with the Battle Creek YMCA to provide recreational and educational opportunities for youth and adults. Several road improvement projects are planned for 2021. The City will work more collaboratively on how to bring businesses to Downtown. The City of Albion 5 Year Recreational Plan and 5 Year Comprehensive Plan will both be updated in

2021. The City also advised that John Tracy's replacement has been hired, Ian Arnold, and will be Director of Planning with Public Safety taking on code enforcement.

ED Strategic Plan – Goal 5 – Housing - Discussion

Depez shared the EDC statute specifies the EDC's purpose is to promote Industrial and Commercial development. Although Goal 5 of the 2017 & 2019 Economic Development Strategic Plan states "strengthening the housing market and housing stock" as a goal, housing is not captured in the EDC statute or bylaws. Depez asked the Board to reaffirm how they wished to move forward with the housing initiative, how much time and resources should the EDC be spending on the housing initiatives. City Manager Snyder shared that once the new City Planning Director is on board, part of his focus will be housing initiatives and projects. The City sees housing as a collaborative effort with the EDC. The Mayor stated the City appreciates the work EDC has done to promote creation of affordable housing.

The Board acknowledged housing and economic development are interconnected, but that the EDC should stay focused on economic development priorities. There was discussion that housing is a bit of a chicken and egg type situation, but it is well known that having affordable, attractive housing options does help with employee recruitment. Chairperson McCall commented that housing initiatives do have an impact on the work of the EDC, that the EDC should be knowledgeable about what is happening in housing in Albion, that perhaps housing could be an agenda item periodically, so it remains on the EDC's radar.

EDC/Chamber/DDA Potential Merger -Update on Discussions

Chairperson McCall gave a synopsis of activities and work to date that had taken place regarding the potential merger. Whether or not the merger of the Albion EDC/DDA/Chamber happens, the discussion underscored the need for continuing commitment to collaboration amongst the three entities. There was continued discussion regarding if this new approach is the direction the EDC should go, if a merger is in the best interest of the goals and objectives of the EDC? There were many questions regarding the service agreement, what types of services the EDC would purchase from the new entity, that the service agreement did not sufficiently outline what services would be available for purchase. Board members questioned if the EDC purchased services, could the new entity provide a level of service acceptable to EDC Board? The other point of discussion was what resources does each entity bring to the table? Are they commensurate with the level of services each entity can or wants to purchase? Will the entity with the most money have to subsidize the others?

The merger discussion was prompted by the DDA and Chamber both being without executive directors and the desire to reimagine how the City could more efficiently and effectively deliver these services to the community. If merged, the EDC and DDA boards would all still exist, but the new non-profit would have a separate governing board as well. It is expected that the Chamber would dissolve during this process. The new non-profit would hire staff and an executive director who would have to manage the plans and initiatives of the EDC/DDA/Chamber. The employment status of EDC staff would change, they would not be employed by the EDC, and may or may not be hired by the new entity.

Ben Wallace left the meeting at 8:32 AM.

There was more discussion about resources. Will the other entities involved be frustrated if they can't use EDC resources to hire staff? There was concern amongst the Board it was going to be difficult to overcome resource hurdles. Chairperson McCall said the merger may not happen quickly, but he wants feedback from the Board, does the Board want to continue to pursue the merger, or not? He reiterated the importance of the Board thinking through what is in the best interest of the EDC, that interest also having significant impact on the City. Chairperson McCall wanted it on the record the EDC Board has full confidence in the EDC staff. Some Board members expressed the desire to see the EDC focus on economic development and not the merger, that focusing on economic development is what is in the best interest of the community and the City. The merger subcommittee will meet again on February 10. Chairperson McCall asked Board members to send any questions or comments regarding the merger discussion to him before then.

Nomination of Board Officers

Herm asked for a slate of officers for consideration by the Board. Bylaws allow for members to continue in a slot until they are replaced, even if their term has expired. The slate of officers presented was: Herm McCall, Chairperson; Joyce Spicer, Treasurer; Ed Haas Secretary; Scott Evans, Vice Chair.

- Motion by Ditzler to support the slate of officers as presented, supported by Harvey.
- Roll Call Vote.
- Resolved: Motion carried.

Workforce Development

Bowman provided an update on the activities of the EDC Workforce Taskforce. The official name of the Albion-Marshall Employer Roundtable will be the Albion – Marshall Business Collaborative. The first meeting will be in April 2021, likely a hybrid format (zoom/in-person meeting). Meetings will be held at least quarterly. Presentation topics will be driven by the participating employers. Businesses who participate in the Collaborative will largely represent the manufacturing and large employers, like Oaklawn Hospital and Albion College; however, any business who wants to attend can, there is no paid membership fee. The 2021 Albion EDC Workforce Taskforce Employer Survey was launched on January 26 via email and social media. The Childcare sub-committee was unable to meet in January as planned.

President's Report

Deprez shared the President's Report.

Economic Development-

- Business Retention/Expansion/Attraction

910 Burstein: A 3-year lease was negotiated with Consumers Energy, they took possession of the property February 1.

902 Burstein: Construction is almost complete on the facility. Bowman will be working with Trident/Greenwell Biomedicinals on employee recruitment in March.

- Entrepreneurial & Small Business Development

Entrepreneurship Programming: Deprez submitted a grant to the Albion Community Foundation seeking \$10,000 for the educational piece of the E-Program, an entrepreneurial support program with a focus on BIPOC and woman owned businesses.

Community Development

Deprez reminded the Board that the annual Economic Forecast on March 4th would be virtual this year.

Food Hub: The Food Hub building is pending sale. Deprez negotiated a contract with the prospective buyer to acquire all the equipment. The proceeds of the equipment will be held by the City and the Albion-Homer United Way, and totals \$30,500, which will be earmarked for food initiatives. Food distribution will remain at the Food Hub building for now. The City will oversee Farmers' Market through City Recreational Department. UPDATE: The DDA will be spearheading the Albion Farmers Market for the upcoming season.

Pandemic Response Fund: To date, the EDC has closed on 3 grants, with a 4th grant pending. 2 applications have been withdrawn, 1 was denied for eligibility, 1 applicant that didn't meet eligibility criteria for the Pandemic Response Fund is pursuing funding through the EDC Revolving Loan Fund.

Mayor Snyder left the meeting at 9:01 AM.

Board of Directors Discussion & Comments:

There was discussion amongst the Board about the state of the economy and the workforce due to COVID. Spicer thanked Chairperson McCall for his work on the EDC/DDA/Chamber merger on behalf of the EDC Board

Public Comment

There was no public comment.

EDC Board Meeting adjourned by McCall at 9:24 AM.

EDC/TIFA/BRA BOARD OF DIRECTORS MEETING MINUTES

Held via Zoom
March 4th, 2020

AEDC Board Meeting called to order by Herm McCall at 5:02 p.m.

Board Members Present:	Herm McCall	Ed Haas
	Joyce Spicer	Jerome Harvey
	Scott Evans	Annette Norris
	Ben Wallace	Raymond Barclay

Board Members Absent: Victoria Garcia-Snyder (Mayor)

Ex Officio Non-Voting: Dick Porter

Community: Chief Scott Kipp (representing the City)

Staff Amy Deprez Christine Bowman

Action Items:

- None.
- No absences excused.

Economic Forecast Presentation

McCall welcomed everyone to the Economic Forecast Presentation and introduced Amy Deprez, EDC CEO & President. Deprez gave a presentation on the AEDC.

Deprez introduced Scott Kipp, Chief of Public Safety, City of Albion. Kipp gave a presentation on the City of Albion.

McCall introduced Economist Jim Robey from the W.E. Upjohn Institute for Employment Research. Robey gave a presentation on the 2021 Economic Forecast.

McCall welcomed Dr. Robert Barclay as the newest member of the EDC/TIFA/BRA Board of Directors.

AEDC Board Meeting adjourned by McCall at 6:14 p.m.

STRATEGY

EXPLORE

DISCOVERY

PARTNERS

RESEARCH

RELATIONSHIP BUILDING

EDUCATION

TECHNICAL ASSISTANCE

E PROGRAM

NETWORKING / MENTORSHIP

FUNDING PATHWAYS

"E" ENV.

PITCH SESSIONS

ACCESS

SEED

GAP

PATH TO TRADITIONAL

Pilot Phase

Education

Technical Assistance

Networking

Funding Pathways

ISM - Exploring Entre.
Outcome = 15 small businesses
\$3,000

Retainer - Partnerships
Andert \$500
Boss Up \$1500

ISM - Training / Coaching
Outcome = 15 small businesses

Pitch Competition
1st, 2nd and 3rd Prize

"E" Environment

Start Up Capital / Investor
Competition, funded by a March Program -
Peoples Choice & Judges Choice
\$TBD by Campaign

Seed Capital
Graduated Participants that Pitch
\$500 each (max 20)
\$10,000

Exploring Entrepreneurship© Program

Exploring Entrepreneurship Program is a 5-week course with 7 sessions that engages and teaches immigrants and minorities about exploring business ideas in the U.S market. It is a micro-enterprise (solo-preneur) focused program.

Ideal Participants

Idea Stage Businesses, early startups, place based businesses.

Program Outcomes

- Energize your idea with the direction in creating a business.
- Gain insight into business and how to make your idea work.
- Plan your dream & learn from the experiences of other entrepreneurs.
- Move in a new or different direction to start up the business.
- Draft a Business Model Canvas.
- Create an Executive Summary outline and present your business.

Program Overview

The 7-session entrepreneurial training program is a highly interactive program designed from world-class best practices, based on principles taken from various best entrepreneurial training programs, including Business Model Canvas, Operation JumpStart, and many others, to allow entrepreneurs to explore their idea and convert it into a business.

In this facilitated discussion, you will learn from your peers as well as get insight from world recognized trainers. The foundation of the program material trained over 500,000 entrepreneurs worldwide. This is based on what we learned observing entrepreneurs launch and grow business with no resources.

All of the sessions have coaching components as well as group discussions. The participants are expected to deliver a Business Model Canvas, with an executive summary as a document, and a presentation of the business idea upon graduation. “Explore your idea with the right resources around you and convert your idea into a business.”

Session 1: Your Business Concept and Feasibility

Session 2: Marketing and Customer

Session 3: Logistics, Operations, The Business Model

Session 4: Finance and Launch

Session 5: Finalize plan

Session 6: Coaching and pitch practice

Session 7: Pitch and Graduate

In this experiential and highly interactive program, you will examine the feasibility of your business idea, work through your business idea, create an executive summary, and present your business.

memo



Albion Economic Development Corporation

To: EDC Board of Directors
From: Christine Bowman, Economic Development Specialist
CC: Amy Deprez, EDC President & CEO
Date: April 1, 2021
Re: Workforce Development Monthly Report

Workforce Development

Albion EDC Workforce Taskforce

Next meeting: April 30, 2021.

New Taskforce members: Dr. Raymond Barclay, Albion College Chief Planning Officer; Linda LaNoue, City of Albion Councilperson; Brenda Bengtsson, Account Manager, KCC Workforce Solutions.

Status of identified Taskforce initiatives:

The activity that is grayed out is ongoing and has not had any pertinent updates since the last report. Any updated/new information will be in normal print.

- **Employer Communication**

- *Launch of the Albion-Marshall Employer Roundtable:* MI WORKS! hosted a planning meeting on January 5 with Marshall Area Economic Development Alliance, and Jackie Murray, human resources director from Marshall Excelsior. (Jackie is going to be the Marshall employer champion to help drive engagement of employers with the group. I will need to find an employer champion for Albion). The official name of the roundtable will be the *Albion – Marshall Business Collaborative*. The first meeting will be in April 2021, likely a hybrid format (zoom/in-person meeting). Meetings will be held at least quarterly. Presentation topics will be driven by the participating employers. The Collaborative will have a dedicated email through which employers can ask questions and share best practices with one another. MI WORKS! created a dedicated email for a like group in Branch County and it was very well received – and used – by employers. Marketing materials for the Collaborative will be created by MI WORKS! and incorporate the AEDC and MAEDA logos. Businesses who participate in the Collaborative will largely represent the manufacturing and large employers, like Oaklawn Hospital and Albion College;

however, any business who wants to attend can, and there is no paid membership fee.

- *2021 Albion EDC Workforce Taskforce Employer Survey*: Although few businesses responded, what they reported as workforce development issues and needs – current and future – were mostly consistent with what members of the Taskforce are hearing from employers. 100% of respondents said the soft skill most lacked by job applicants is work ethic/willingness to work. Hard skills most needed are applicants with high school diplomas/GED, industry specific certifications (the need for these doubling over the next 5 years), 2-year degrees, and some 4-year degrees. 100% of respondents reported job applicants lacked basic computer skills, closely followed by a lack of basic reading, writing, and math skills, and workplace etiquette, ability to use Microsoft Office/other general office software programs, and critical/analytical thinking capability. Survey respondents were most interested in the taskforce assisting them in making connections with local/regional high schools/colleges/trade schools to provide their students with apprenticeship or on-the job training opportunities, and to assist them in connecting with training providers. WSI Talent, a staffing and recruiting company, recently released a report about what employers were doing to attract and retain talent – including paying higher wages, shift bonuses, attendance bonuses – which most area employers are already doing. In discussion amongst Taskforce members after reviewing the survey results, several members brought up the subject of company culture and how it relates to attracting and recruiting employees, that especially young people just entering the job market are seeking out companies – like Starbucks – that appear to have a company culture with policies that reflect their personal family, moral, and educational values, that money alone isn't enough to attract and retain employees. There was also a lot of discussion about ways to communicate and engage with employers so they can become more educated about all the workforce development resources available to them. Those present agreed more digital messaging is needed, including videos. Over the next several months, the Taskforce will create a simple matrix of available workforce development resources for employees that can be easily shared in print and digital formats. The Taskforce will also create a Workforce Skills Sub-committee, guided by Taskforce member Norris.

o Childcare Issues

- Jason Raddatz joined as a new member of the sub-committee and to share information he had gathered regarding a plan to possibly offer childcare at the Whitehouse Nature Center. The sub-committee continues to gather data to determine the level of need for childcare services in Albion, including before/after school care and for employees who work 2nd and 3rd shift jobs.

Albion Economic Development Corporation

To: EDC Board of Directors
From: Amy Deprez & Christine Bowman
CC:
Date: April 1, 2021
Re: Economic & Community Development Report

The activity that is grayed out is ongoing and has not had any pertinent updates since the last report. Any updated/new information will be in normal print.

Economic Development

Business Retention/Expansion/Attraction

Retention

- Bowman and Brenda Stewart, Region 8 MEDC Business Development Manager, attended virtual retention visits with The Andersons and Team 1 Plastics in March.
 - The Andersons: We met with Plant Manager Harley Darnell. Employment numbers remain about the same as pre-COVID (47-50 employees). The facility operates 24/7, with 400-600 trucks coming and going from the facility daily. Unlike some business sectors that have experienced supply chain issues during the pandemic, they have not. Darnell expressed many of the same sentiments heard from other employers about the challenges in recruiting employees. He said open positions, especially entry level positions, often take a month to fill. Very few existing employees or job applicants are from Albion. Darnell said corporate no longer allows their facilities to take applications on-site - they must be submitted online only – so that could be part of the reason why they get few local candidates applying for open positions.
 - Team 1 Plastics: Also attending with Bowman and Stewart were Charlie Ziglar (MI WORKS!), Mark Gettel (The Center/MMTC), Brenda Bengtsson (KCC). We met with Human Resources Manager Robert Clothier. Employment numbers remain about the same as pre-COVID (50-55 employees). Currently they have 51 employees, and 4 open positions (1 engineering, 3 entry level). Team 1 predicts some growth over the next 4 months which would require hiring of 7-8 additional employees, from entry level production assistants, to technical, engineering, and administrative positions. Most of their workforce resides in Albion. Team 1 has been awarded Best Places to Work in the Plastics Industry by Plastics News six times, including 2020. They are a 2021 Going Pro Training Funds recipient and will use the training reimbursement funds to offset the cost of maintenance staff training.
- Bowman continues to communicate with our manufacturing/industrial community with bi-monthly email blasts featuring training, workforce and business development, and other opportunities and resources for employers to retain and attract employees.

- Bowman continues to post 2-3 times a week open positions in all business sectors, targeting those within 10 miles of Albion.

Expansion & Attraction

- MEDC Site Readiness Grant for creation of Master Site Development Plan for the EDC owned 1917 E Michigan Ave (AKA 425 Parcel): Release of grant funds pending final approval and execution of grant agreement between MEDC and the City.
- 902 Burstein Dr (Trident/Greenwell Biomedicals): Construction is nearing completion. Greenwell anticipates operations will begin in late April. Their first group of hires will be an Office Administrator and 2 laborer positions, once they begin ramping up production, they will hire 4 more laborer positions. They are committed to hiring local persons, as they have utilized local contractors and other businesses as much as possible during construction.
- River Fork Solar Project: Bowman has been communicating regularly with Nick Edgmon, Swinerton Renewable Energy, the construction firm working with Ranger Power to build the project. They are still in the preconstruction/design phase and have not yet started permitting. Swinerton is targeting late summer 2021 to start construction. Over the next 2-3 months, EDC and Swinerton will begin discussing specific workforce needs and employee recruitment.
- 2021 Q1 Site Selection RFP & General Site Inquiries:
 - MEDC Site Selection RFP'S (Submitted online via ZoomProspector): EDC responded to 10 RFP's regarding For Sale or For Lease industrial buildings or industrially zoned vacant land. The EDC submitted 1 site for consideration. Albion had no buildings or vacant land that met the minimum site requirements for 7 of the requests, 2 of the requests we could not respond to as Albion was outside of the specified geographic target area.
 - General Inquiries (By email, phone, referral from business or community members, Facebook): EDC responded to 4 requests regarding For Lease or For Sale commercial or industrial buildings or vacant land in Albion. One interested party was provided a Property Information Packet (PIP) on the EDC owned Sheridan 425 Parcel. We provided others with information regarding available lots in the Albion Industrial Park or connected them directly with building or vacant landowners with available properties that might meet their needs.

Entrepreneurial & Small Business Development

- "E" Programming - The EDC submitted a grant application to the Albion Community Foundation for consideration of a \$10,000 grant to launch the education segment of enhanced entrepreneurship programming. The enhanced entrepreneurship programming will seek to reduce barriers for minority and women owned small businesses, increase entrepreneurship in the community and increase the number of residents earning a livable wage. The programming will include education, technical assistance, mentorship/networking and funding pathways. The ACF grant would launch an education piece that will augment assistance offered to marginalized individuals and create a cohort experience for optimal success. The grant was awarded at \$5,000 with another \$5,000 promised if the EDC is awarded matching funds. Deprez will be sharing more information during the Board meeting on this topic.
- Deprez and Bowman continue to respond to inquiries from idea phase and early-stage entrepreneurs looking for small business support, including business plan writing assistance, mentoring, and funding. These entrepreneurs will be encouraged to participate in the E-Program.

.....

Community Development

The activity that is grayed out is ongoing and has not had any pertinent updates since the last report. Any updated/new information will be in normal print.

Downtown Development

- **Brick Street Lofts (ACE Investments)** – The redevelopment of 404-414 S. Superior Street is complete, per the annual reporting to the Albion BRA. The project resulted in 3 jobs, 8 rehabbed residential units being added to the community housing stock (6,879 sf. ft.), and 695 sq. ft. of commercial/retail space being redeveloped. The project will be preparing their request for reimbursement of eligible activities, based on the executed Brownfield Reimbursement Agreement.
- **Big Albion Plan (ARC)** – The Big Albion Plan (\$19 million investment / 57 apartments / 22 commercial units) is on track for development starting in 2022. ARC has a letter of intent from one major investor and still has 55% of the funding to acquire. Once the funding is in place, final architectural design work will be completed. They continue to meet with MEDC on a regular basis to share progress as this project moves along.

Housing Development

- **500 Berrien** – Soil borings, gas and water testing occurred on this site in early 2021. The initial feedback is that there remain direct contact concerns for development projects. We expect a full report on the findings by mid-April. The environmental work has been done through an EPA grant that was awarded to the CCLBA/BC/Albion Coalition.
- **Place Plans** - In discussions with several of the developers interested in housing projects, there has been significant talk about the type of housing that would be envisioned for the various sites. As the Board knows, housing is a critical need in Albion and there really is not any housing type that is not needed. However, for a site, like 500 Berrien, where the parcel is larger and has various interested parties – it has been recommended that the EDC put together a place plan for the development sites. Place Plans are typically used for public spaces to gather input on what the community would like to see for a specific site. A similar approach can be done for development sites – gaining input from community members and stakeholders to identify the types of housing that would best fit the neighborhood and needs of the community. This gives interested developers a leg up on designing the proposed project – and instead of starting at zero they can design a project that the community has already shared is their vision for the site. The EDC will be taking on a pilot program for two of our development sites, with 500 Berrien being one of the chosen sites.
- **Project Green (Zero Plus Team)** – Project Green is interested in Albion for affordable housing options that are green, reduce the environmental footprint and are sustainable. The development team has been working with the community for the last couple of years and is currently in discussions for a project located at the Urban Renewal site, near the Forks Senior Center. The development team updated the EDC, City and MEDC/EGLE recently and has indicated interest in pursuing land control for the development site. This project is expected to be about 70 multi-family units and could include some home ownership options in the overall development. There have also been discussions on including a skilled trade training element as well as perhaps a daycare. Having these type of commercial aspects opens the funding options for the project to include New Market Tax Credits.
- **Project WEST (Wildflower Crossing/Four Leaf Properties)** – Four Leaf Properties acquired the shuttered manufactured home park, Westover, and is developing an enhanced community – Wildflower Crossing. The community will include a community center and feature mainly 3-4

bedroom homes, ranging from approximately \$850 per month inclusive of home and land rent. To see the home options and for more information, please follow the link - <https://www.fourleafprop.com/virtual-home-tours/>.

- **Project HARRINGTON (Inheritance Development)** – This development is for 4 new single-family homes (3 Bed / 2.5 Bath) in the Harrington Development Corridor. A Pre-Sale Event was launched in November 2020, and to date no homes have been sold. The developer has met with Albion College, Dr. Johnson, to discuss options to make this opportunity available to faculty and staff that would qualify for the \$50,000 Harrington incentive. The EDC and Homestead Bank has worked with this developer for 2 years on getting the project to the pre-sale stage. The importance of this project is that it will set the market for new construction in the community and allow for adequate comp information for financing of new construction. As of an update with the developer the end of March, they are interested in understanding why the homes have not been spoken for yet, especially in a community where the housing stock is older and the need for new offerings is apparent.
- **Project HOPE** – This project is with a confidential client that EDC has worked with for the last couple of years. He is an alum of the college that wants to see Albion thrive. He has experience in mixed-use development and housing projects and has done a couple in Michigan already. His team is interested in four different projects currently, senior housing is one of them. Staff works with the team to pursue all options with the intent that one or two will come to the top and the team will pursue those in full force. The client recently met with the college to discuss a housing project with them, that if it materializes, would be the “anchor” project needed to bring his development to our community. Deprez followed up with property information on downtown buildings that may be available for development.

Miscellaneous Community Development

- **600 Block Austin (611, 617, 619 Austin Ave)** Through assistance from EGLE, we now have a Due Care Plan for the 600 Block of Austin that will give prospective developers much needed information. EDC has received approval from the Planning Commission to combine these three parcels into one and is currently going through the County tax search before that can happen.
- **Pipeline by Corridor and Phase** - Please find included in this report the pipeline report that Deprez shared during the Economic Forecast. The report shows most of the projects that have impacted where Albion is today in recovering from decades of post-industrial devastation. This tool is to be a visual aid in understanding the impact of all the projects, done and pending, that has played a part in moving Albion Forward.

Albion Small Business Pandemic Response Fund

- **20 Applications Requested**
 - 4 Funded (Palmer House, Kids ‘N’ Stuff, Pure Albion, Bohm)
 - 4 Denied/Withdrew
 - 4 Pending Complete Application Packages
 - 8 Applications Out / No Response
- **Funding Update**

Program	Amount Approved, Pending Closing	Closed & Funded	Available Balance
Micro-Grant	\$0	\$0	\$10,000
Pandemic Grant	\$0	\$12,800	\$7,200
Rent/Mortgage Loan	\$0	\$0	\$50,000
Pandemic Loan	\$0	\$0	\$100,000