



Develop Iosco Quarterly Community Meeting

Tuesday, March 29, 2022

8:30 – Registration/Networking

9 am – 10:30 am: Program

Community Meeting Agenda



Welcome & Introductions – 9 am



DI Reboot – 9:05 am



Plainfield Township Economic Development Update – 9:10 am



Marketing Blueprint Project Outcomes – 9:20 am



Dialogue Session – 10 am



Thank You to Funders – 10:20 am



Next Steps – 10:25 am

Today's Meeting Expectations

- We will start on time and end on time
- Virtual attendees: please stay on mute to eliminate feedback
- Today's meeting is being recorded to assist with accurate meeting notes
- Respectful dialogue and interactions, please
- Strategic focus not operational details
- Forward thinking for the future not dissecting the past
- Please use the chat or raise-hand feature to ask questions
- Questions regarding the survey will be addressed during the Q&A session with GSA
- Feedback about priorities will be solicited during the Small Group Breakout Sessions

Introductions

DI Board Members

Community Representatives

2022 DI Board Members

- Gloria Brooks, President
- Terry Dutcher, Vice President
- Blinda Baker, Treasurer
- Dawn Stone, Secretary
- Richard Castle
- Michael Nunneley
- Perry Roberts
- Clara Sherman

Meeting Participants

Representatives from the following organizations registered to attend as of 3/28/22:

- Alpena Community College – Alpena & Oscoda Campuses
- Baldwin Township
- Bay-Arenac ISD
- Charter Township of Au Sable
- City of East Tawas
- Community Residents
- Connected Nation – Michigan
- Consumers Energy
- Friends of Tawas Point Lighthouse & State Park
- G. Brooks & Associates
- Grant Township
- Hale Area Association
- Hale Area FISH
- Hale Assembly of God
- Huron Community Bank
- Iosco Arenac District Library
- Iosco County Board of Commissioners
- Iosco County Democratic Party
- Kalitta Air – Oscoda
- Miller & Associates
- MIWorks! – Iosco & Ogemaw Offices
- NEMCOG
- Oscoda Press
- Oscoda-AuSable Chamber of Commerce
- Plainfield Township
- Tawas Area Chamber of Commerce
- Tawas Bay Insurance Agency
- TCA Insurance
- The Michigan Meatball Company

Recap: Develop Iosco Reboot 2.0

Why & What

The “Why”: Mission & Vision

Mission

- To promote economic development in Iosco County, Michigan

Vision

- By facilitating efforts that focus on regional assets, quality of life and education opportunities, Iosco County will experience economic growth, increased employment, and create thriving communities.

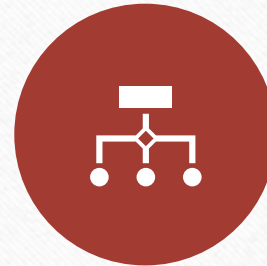
Develop Iosco will:



As a county-wide economic development organization, DI will convene all economic development organizations and activities within the county.



With increased collaboration more synergy and efficiency will occur, leading to fostering growth in DI's three core focus areas: business development; connectivity access and housing.



By bringing the EDC groups together, a repository of county-wide information and resources will be created that will be accessible by all and can be utilized to stimulate new business and funding opportunities.



It is the intent of DI to simply convene, facilitate and stage information and data for the use and benefit of all, not in any way act in a controlling capacity

The “Why”: EDO Impact

- As the Iosco County EDO, DI serves as the marketing organization for the entire county and leverages partnerships and investments from all sectors in the business community
- An EDO is a separate entity made up of regional stakeholders from the private sector, public sector, and other non-profit organizations working towards a collective impact.
- A collective impact is many individual organizations using a collaborative approach for a common agenda – greater economic development.
- By using this approach, DI promotes the mutual understanding of the area’s strengths and opportunities to convene a strategic path forward and build a better community for everyone involved.

Engaging the Community: Quarterly Meetings Concept

- At the November 2021 Board meeting, the DI Board of Directors unanimously voted to hold quarterly community meetings at various township offices in the County.
- The quarterly community meetings will highlight DI's activities and include a guest speaker on a DI-focus related business topic i.e., starting a business; managing cash flow; addressing supply chain and inflationary pressures; recruitment and retention of employees; etc.
- DI has asked selected townships to host one of the quarterly meetings and provide an update about their economic development activities.

Engaging
the
Community:
1st Quarter
Presentation

- Fred Lewis, Supervisor, Plainfield Township
& Executive Director, Iosco Exploration Trail

The background features a technical drawing or blueprint with various lines, dimensions, and a ruler. A pair of glasses is resting on the drawing. The text is centered within a white rectangular box with a thin green border.

Marketing Blueprint Project

Golden Shovel Agency

The “What”: Economic Development Survey

- In February 2022, DI launched a project with Golden Shovel Agency to identify Iosco County’s regional economic development needs that will lead to a competitive, prosperous and sustainable regional economy.
- The Marketing Blueprint project included interviews with community leaders, research on successful economic development organizations, and final recommendations from GSA.
- We had a 30% response rate to the survey invitation.

Marketing Blueprint Results

- Bethany Quinn, VP Strategy & Content Development from Golden Shovel Agency, will now present a summary of findings from the Marketing Blueprint survey results.



Questions on the Survey Results

Bethany can answer questions about the responses to the survey

She can also clarify any of the data presented

Please hold your recommendations on what projects DI should launch until the next part of today's meeting

**Small
Group
Breakout
Sessions
with
Today's
Attendees**



Online and Virtual Participants will now enter breakout sessions



Please identify a Recorder who will report your group's response to the entire meeting



Based on the results of the Marketing Blueprint survey, what are the top 2 projects you think DI should launch?

Small Group Report Out

- Have your group's Recorder report out the top 2 recommendations for DI projects for 2022
- Please keep your comments to 2 minutes
- In-person Group 1
- In-person Group 2
- Virtual Group 1
- Virtual Group 2

**THANK
YOU,
Funders**

This project would not have been possible without the support of:

- Consumers Energy Foundation - Rich Castle, representative
- NEMCOG – Denise Cline, representative

On behalf of the DI Board of Directors and the community at large, we thank you for your support!

Next Steps





THANK YOU

For Your input and participation on behalf of Iosco County Businesses and Residents

**See you at the 2nd Quarter meeting on Tuesday, May 17, 2022, at the
offices of Grant Township in National City**