



MEETING MINUTES – PROJECT MANAGEMENT TEAM (PMT)

August 4 1:30 – 3:00 p.m.

Kent / MSU Extension

Present: Paul Haan, Cynthia Price, Herb Ranta, Mike Williams, Carol Townsend, Betty Blase and Kendra Wills

Absent: Tom Cary, Bonnie Shupe, Gail Heffner

I. Meeting called to order at 1:40 p.m. by Herb Ranta

II. July minutes were reviewed and approved.

III. Old Business

- a. Carol asked the PMT to approve a plaque design for the first Land Use Stewardship award being presented to Sen. Patty Birkholz on October 2. The PMT also approved spending up to \$50 on the plaque. This is an award the Legislative Committee would like to give out annually at the Land Use Networking Luncheon.
- b. The following will be the agenda for Oct 2. Also, the PMT suggested that marketing for the luncheon be received the Tuesday after Labor Day. Marketing should include a membership form. A press release on the Land Use Stewardship award and event should be distributed to local media outlets.
 - i. Networking/Registration
 - ii. Welcome
 - iii. Lunch Buffet
 - iv. 3 minute updates (1st group)
 - v. Patty Birkholz's keynote
 - vi. Presentation of award to Patty
 - vii. 3 minute updates (2nd group)
 - viii. Closing
 - ix. Dessert/Networking
- c. Nov 17 workshop on the latest trends in community economic development by Dr. Zenia Kotval: The PMT determined that a flat rate of \$5 will be charged and pop and cookies will be provided. Attendees can bring their own lunch if they like.

IV. New Business – United Growth Separating From MSU Extension

- a. The letter from Dave and Betty outlining the steps MSUE is asking UGKC to take was distributed and reviewed. Mike Williams wanted to discuss advocacy goals because he feels that advocacy is an important function of educational institutions. He believes it is hard to remove value judgments from the education process. Feels there is a definite difference between advocacy and lobbying. He sees lobbying as endorsement of candidates, spending resources for or against ballot issues, and more direct efforts toward influencing candidates. He feels these are not appropriate educational activities but sees advocacy and a natural component of education. Carol distributed an article from the Council of Michigan Foundations supporting Mike's perspective.

- b. Cynthia agreed with Mike that UGKC was designed to be an educational organization. However, she said she is grateful for the support from MSUE for the past 7.5 years and feels it is now a natural progression that UGKC be launched independently of MSUE.
- c. Kendra explained that there are several forces that are occurring leading to the need for some long-term (7-20 year) strategic planning for UGKC. These forces include:
 - i. MSUE asking UG to become an independent organization as a result of the PDR Position Paper and future similar activities that MSUE feels it cannot be part of.
 - ii. Frey Foundation asking for UGKC's 7-10 year vision before they fund any proposal
 - iii. Dr. Soji wanting to create a vision and action plan for the creation of United Growth of Michigan.
 - iv. With proper planning and participation by members, UG could become a more sustainable and effective organization independent of MSUE for the long-term.
- d. Paul wondered if it is final that United Growth has to become independent of MSUE. Betty said, yes, as far as she understands it, MSUE says this must happen. Paul wondered if the education functions of United Growth could stay under MSUE and the advocacy functions could be conducted under a separate incorporated organization.
- e. PMT members that are planning on participating in the Sept 11 work session with Dr. Soji are: Mike, Herb, Cynthia, Tom. All Coalition members will be invited to attend at the Aug meeting.
- f. Carol explained that the impetus behind MSUE's request was a complaint from a local developer to the Dean of the College of Planning and Design (includes Construction Management) that since United Growth was a project of MSU, and United Growth was pushing county funding of the PDR Program, the developer wasn't going to contribute any more money to MSU. This complaint then was passed on to the MSUE Director and then to Dave Guikema and Betty Blase. In addition, several County Commissioners called Betty asking why a project of a county department was advocating for county funding of PDR.
- g. The PMT was asked how they want to proceed with MSUE's requests. Some discussion occurred on the pros and cons of creating a 501c organization or incorporated organization. The group decided that they want the entire Coalition to be involved in the decision-making process. Most PMT members agreed that before web sites, PO Boxes and an organizational structure can be identified, the group has to do some visioning and strategic planning. This will be the basis of the Aug 15 Coalition meeting.
- h. Kendra was asked to check on the status of UG's membership to Smart Growth America.
- i. Kendra reported that the Coalition has 44 members. The 2006 goal is 62.

V. Plan agenda for August 15 Coalition meeting

- a. Herb will chair the meeting.
- b. Quick updates on Sept 15, Oct 2 and Nov 17 events
- c. Use agenda items for today's PMT meeting as an agenda for Aug 15
- d. Do we want a meeting in September and/or October?

VI. PMT meeting schedule. PMT members are willing to look at meeting on another day besides the first Friday as Kendra has the opportunity to work at home on Fridays. Kendra will try and find a day over email that works for everyone.

VII. Meeting adjourned at 3:10 p.m. Submitted by Kendra Wills