



MEETING MINUTES – PROJECT MANAGEMENT TEAM (PMT)

April 7, 2006

Kent / MSU Extension

Present: Tom Cary, Bonnie Shupe, Cynthia Price, Herb Ranta, Paul Haan, Gail Heffner, and Andrea Dewey

Absent: Kendra Wills, Betty Blase

I. Meeting called to order at 1:40 p.m. by Chair Price

II. March minutes were reviewed by the PMT. Herb moved to approve, second by Gail, approved unanimously.

III. The PMT reviewed Old Business

Issue of the status of the brochure and the deadline for the newsletter were brought up. Specifically, the group was unsure if Merry would be designing the upcoming newsletter. The group agreed that Kendra or Carol should be contacted for the newsletter deadline as well as for the status of the brochure.

IV. PMT New Business

a. Request from Tom Cary: Tom Cary requested that United Growth contribute to the 2006 version of “A Guide to Local Food” by purchasing an advertisement spot. Advertisement sizes ranged from 1/6 of a page to a whole page. They are also looking for underwriters at the \$250, \$750, and \$1500 levels. About 20,000 copies of the guide were printed last year, and he anticipates that between 20,000 and 30,000 will be printed this year.

The group decided that they have the budget to purchase a ½ page advertisement for \$150. Logos and wording from the newsletter could be used in the design.

Herb moved to have the group pay for it and have Cynthia design it. Paul moved to second the motion, and Gail moved to third the motion. The motion carried.

Tom will send an invoice for the advertisement to Carol for \$150.

b. Membership Campaign Competition: The Membership Campaign Competition was discussed and the group felt that this sort of competition might be divisive to United Growth. The PMT preferred to see the urban and rural committees come together. It was suggested that a goal (62 total members) should be set, with the deadline being the Oct. 2nd Membership Meeting, for both committees to try and recruit as many members as possible. At some point in October, the groups could arrange some sort of group gathering (ex: hayride, visit to Robinettes, potluck) to celebrate the new members. Anyone who is a member would be invited to attend. At the Monday, October 2, 2006 Networking meeting (11:30 am) group members

could begin to research the costs and budget allowance for some sort of group get together.

- c. **PDR Position Paper:** The presentation of the PDR position paper to BoC was described by Cynthia to have included five or six people, including the current chair, Roger Morgan (who supports PDR but doesn't feel it is the time to seek funding.) The meeting she described did not have a favorable impression about the passage of PDR funding at this time. Jack Horton, a County Commission member, volunteered to introduce the resolution for PDR funding to the Finance Committee, but the group felt that it would not pass at this point in time. It was felt that Mr. Horton may be getting ahead of himself by seeking the support of the finance committee at this time. (It should be noted that Mr. Horton is not the only one in a position to bring PDR to the table.) Bonnie Robinson, who was also at the described meeting, said that Danny Heffron could possibly make a presentation in April or May on the successes of PDR to the County Commissioners, but that it would not be political in nature. However there was a definite feeling from group members that perhaps it wasn't a good idea to ask for funding that they were pretty sure they would not get.

- i. Bonnie Shupe read from an email from Marcia about her understandings and suggestions. Marcia listed the voting breakdown predictions (although it is still unknown who would vote which way) and thought that the best way to approach the county would be to see if PDR passes out of the finance (??) committee and then have a presentation for the commissioners. She feels that an educational campaign with candidate forums, or public service announcements (possibly funded by the Frey Foundation), would be the best strategy. She seems to be concerned about the Coalition becoming drawn into a potentially nasty County Commissioner race in August and all the accompanying politics. She thought that after a good candidate is elected the group could then approach them on PDR funding.

At this point Tom suggested, that, as he understood it, the reason to bring this to the commissioners now was to "test the waters" and get an idea of who was for and against PDR. More discussion occurred, with the ultimate decision of the group being to allow the Coalition decide whether to go ahead with a presentation to the county board or to step back and pursue an entirely educational campaign. Perhaps this is something that could be taken up by the Legislative Committee. It was also suggested that someone come and talk to the group about how issues move through the commission, as well as how the finance committee works and the role of dynamics, authority, and agenda setting at the County Commission.

- d. **May 15th Zoning Enabling Act:** The group discussed the new Zoning Enabling Act workshop to be held in Grand Rapids by Mark Wyckoff (who has recently joined MSU). The group felt it would be nice to be listed as a co-sponsor and Herb and Cynthia agreed to volunteer to run the registration for the event instead of paying Merry or Andrea. Specifics on the time and location would need to be determined by asking Kendra on Monday. Herb suggested that we possibly advertise for the workshop among the groups. It was also suggested that United Growth possibly take a display to the event for promotional purposes, with the permission of Mr. Wyckoff.

V. **Plan agenda for April 18th Coalition Meeting**

- a. Herb volunteered to chair
- b. Committee Reports would be included
- c. Other issues brought up for inclusion:
 - i. Report on video lunch successful turnout
 - ii. Status of PDR position paper
 - iii. GVMC conference
 - iv. Membership campaign changing from a urban vs. rural competition to a group effort and later an outing
 - v. Status of the brochure
 - vi. Financial reports

It was determined that Cynthia will use the March template to create the next agenda and will send it to PMT members (fax it to Herb) for approval.

VI. Other: Nothing further was discussed.

VII. Adjourn: Meeting was adjourned at 2:35 p.m.

Submitted by Andrea Dewey