

**MINUTES
CITY OF FARMINGTON HILLS
ECONOMIC DEVELOPMENT CORPORATION
April 16, 2014 – Regular Meeting**

The Economic Development Corporation of the City of Farmington Hills held its regular meeting on Wednesday, April 16, 2014, in the Community Room at City Hall. Chairman Anhut called the meeting to order at 8:00 a.m.

Members present: Anhut, Brock, Elliott, Hartsock, Jacknow, Manduzzi, Marcellino and Sarafa

Members absent: Gatewood

Also present: Ms. Madhu Oberoi

APPROVAL OF AGENDA

MOTION by Jacknow, support by Hartsock, to approve the agenda as published.

Motion carried unanimously.

APPROVAL OF MINUTES

MOTION by Elliott, support by Hartsock, to approve the meeting minutes of January 15, 2014 and accept the informal discussion minutes of March 19, 2014, as published. (February meeting cancelled).

Motion carried unanimously.

CHAIRMAN'S REPORT

Chair Anhut reported on the following:

- He wished Ms. Cappola well. He applauded her talents and abilities, and said he looked forward to her return in the near future;
- The Small Business Roundtable was ready to launch, and a meeting will be set this month;
- He attended the recent upbeat annual meeting of the Business Leaders of Michigan in Lansing;
- He attended the recent Automation Alley annual meeting. He said they were a sleeping giant in the business community, and as a member, it would be wise for the EDC to take advantage of their facility and all they have to offer;
- Michigan's license plate was voted the best in the world by the Automobile License Plate Association;
- He spoke highly about the Suburban Collection automotive facility, and their aggressive sales goals

NEW BUSINESS / OLD BUSINESS

Chair Anhut introduced speakers Karen Bitterle, Center Director and Business Consultant for the Southeast Michigan region of Schoolcraft College's Business Development Center; and Alex Masters, with the PTAC of Schoolcraft College.

**Karen Bitterle Center Director and Business Consultant
(Southeast Michigan region of Schoolcraft College's Business Development Center)**

Ms. Bitterle spoke to the Economic Development Corporation about the Small Business Development Center at Schoolcraft College. She provided a power point presentation that included the following:

- Introduction
- One-on-One Business Counseling
- No fee service
- Business plan review
- Financial statement review
- Loan Application Development
- Education and training is offered via their entrepreneur series (how to start a business, writing an effective business plan, access to secondary market research, access to subscription data bases, including mel.org available for anyone, competitor maps, financial benchmarking, and more);

Ms. Bitterle spoke about networking, partnering and the importance of specialists; and the Pure Michigan Business Connect, sponsored by the MEDC.

Ms. Bitterle provided details regarding education and training provided by the SBDC; and the new small business tool kit. She said a four-week segment would be offered soon, and would focus on a one-page strategy, hiring laws, inbound marketing, and SEO (search engine optimization) for the CEO. Information was shared regarding reference information; customized SEO analysis; ProfitCents for a useful bench marketing chart; and the Strategic Needs Assessment, a broad survey looking for inconsistencies and areas to focus upon for improvement.

Ms. Bitterle said they service start-ups and as well as established small businesses. They focus on how small businesses can grow and become more established. They serve western Wayne County; and work cooperatively with another branch in Waterford that services the Oakland County area.

Discussion took place regarding access to capital. Ms. Bitterle said they bring in the SBA six times a year, for three-hour workshops for businesses looking for SBA loans. They offer a roundtable discussion with about 15-30 people, an SBA representative and several local bankers. A similar workshop is also provided for non-commercial loans. She said they do not work with non-profit groups.

Discussion ensued regarding how the average local small business person can obtain access and assistance in times of need.

Ms. Bitterle said the SBDC has helped to start 328 businesses. They have several counselors available each month and handle between 30 and 40 cases monthly. She said they also assist franchisees. Businesses are not required to report back to the SBDC, but the success of the SBDC is tracked by business starts, the amount of jobs created, and through the achievement of on-going relationships. Ms. Bitterle said that while there are not typical situations, their services do cross all industries, such as local manufacturers, a coffee franchise start-up, etc.

Discussion took place regarding the following:

- The SBDC as a valuable resource to the small business community;
- How to incorporate a business (OneStop.gov is a site available to assist business);
- The SBDC is funded through the Federal government and the host institution of Schoolcraft College;
- The SBDC has been in existence for 25 years

Chair Anhut thanked Ms. Bitterle for her presentation.

Alex Masters, with the PTAC of Schoolcraft College

Mr. Masters gave a brief introduction and overview of the PTAC: Procurement Technical Assistance Center. He described the non-profit, grant-funded programs designed to assist business. He showed the various regions involved and said they serve the counties of Livingston, Oakland, Washtenaw and Wayne, (but not downtown or downriver) through a network of small satellite offices; and their main office is located at Schoolcraft College.

Mr. Masters provided details regarding their programs and services, and noted that one-on-one counseling and assistance was their primary function, along with research and support, and Bid Match. He said that most services were free, except for a nominal cost for training seminars and conferences.

Mr. Masters provided a presentation regarding the PTAC, and gave detail regarding dispelling the myths relative to government contracting; such as: only big companies win, that budget cuts prevent procurement, that the government only buys weapons, and that it's all too complicated for small businesses. He said they specialize in assisting companies with the government contracting process.

Discussion continued regarding the following:

- Government contracting in the Farmington Hills area in 2011-2013 was valued at \$200,437,203.00;
- 800+ estimated jobs were created or sustained in same time period;
- How to build on local and regional success;
- Ways to grow and change to more productive government contracting pursuits;
- Hubzone, predetermined area by state and federal government, by demographics, a lot changed because of the census

Discussion took place regarding the Hubzone map, and that 30% of employees have to live in that zone.

Chair Anhut thanked Mr. Masters for his presentation.

COMMITTEE REPORTS

Mr. Elliott spoke about a new company from Southfield taking 30,000 square feet in the Orchards on 12 Mile Road. He said the real estate market activity was good and has improved from a year ago. He said the recent grouping of local hospitals will help the health care market and the area in general.

Mr. Marcellino spoke about the Botsford Hospital, Oakwood and Beaumont recently signed letter of intent to form a new health care system to serve southeast Michigan. He said they were in the due diligence period, things were going extremely well, and it is a good move for Botsford Hospital which will ensure enhanced and continued service to the community for many years.

Discussion took place regarding the recent grouping of local hospitals and the desired balance between cost savings and providing a higher level of service and patient care.

Chair Anhut said this effort was a feather in the cap of Dr. Paul Lacasse.

Mr. Sarafa spoke about the banking industry, and the similarities of the efforts toward consolidation in the industry. He said as a result, banks were becoming healthier.

Mr. Hartsock thanked the Economic Development Corporation for their expression of sympathy at the recent loss of his mother. He said she was 93 years young, very independent and full of life.

Chair Anhut said Mrs. Hartsock was a great lady; and he recalled her service as an army nurse in New Guinea.

TREASURER'S REPORT

MOTION by Brock, support by Sarafa, to accept the financial reports for January, February and March, 2014, as published.

Motion carried unanimously.

Chair Anhut said the next Economic Development Corporation meeting was scheduled for May 21, 2014.

ADJOURNMENT

There being no further business, Chairman Anhut adjourned the meeting at 9:10 a.m.

Respectfully submitted,

City Manager Steve Brock
Secretary, Economic Development Corporation