

Local Development Finance Authority
121 N. Church Street, Hudson, Michigan 49247
Special Meeting
June 19, 2013 6:00 p.m.

The regular meeting was called to order by Chairperson Kim Murphy at 6:05 p.m. in the Council Chambers at City Hall.

Roll Call: Present: Kim Murphy, Watson Clark, John Enerson, Ed Engle, Jr., and Rex Murphy, Jr.
Absent: Jim Driskill, Jack Donaldson, Ali Moreno, and Tim Stanley
Others Present: Tim Robinson, Jim Sayre, Dave Sheely, Kathleen Eriksen, Mike Sanborn, Randy Darr,
City Manager Steve Hartsel and City Clerk Judy Tanner.

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ORDERS OF THE DAY:

Excuse absent members:

Motion by Rex Murphy, seconded by Watson Clark to **excuse absent members from the meeting**, CARRIED: Unanimously by voice vote.

Approval of the Minutes:

Motion by Ed Engle, seconded John Enerson by to **approve the minutes from May 23, 2013, and place on file**, CARRIED: Unanimously by voice vote.

OLD BUSINESS:

Marketing the Industrial Park:

Tim Robinson, Director of Operations for the Lenawee Economic Development Corporation (LEDC), provided the LDFA with an analysis some of the base industries in Lenawee County. He provided examples of the difference between base and non-base businesses. He explained how this information could assist the LDFA when preparing its marketing plan and developing its marketing strategy. The LDFA questioned if Mr. Robinson could bring more data that shows how Lenawee County compares to the rest of the State, and other areas of the country as well.

**Jim Driskill arrived at 6:15 p.m.

Jim Sayre was asked to share some of the lessons he has learned in the past as far as marketing. Mr. Sayre stated that he applauded the LDFA for their eye to promote Hudson, and then themselves. He questioned if their focus is on Hudson as a part of their marketing campaign. Chairperson Murphy explained that the LDFA is the tax capturing unit for the Industrial Park so funding is limited to improving the park itself, and they are researching to find out how far out their money can go. The LDFA understands that they can't just market the Industrial Park, because part of that is not only the rest of the City, but the County, and the things going on around us. We have to sell the entire package, which includes the schools, churches, the City; a plan that works for everyone. Mr. Sayre stated that what he has looked into is exactly what the LDFA is doing, and his terminology is before he can sell a building he has to sell Hudson. He also advised that he had spent some money on some contents for a website as a shot at promoting Hudson. He felt that fundamentally the LDFA was on the right track; we have something to sell here, but he has yet to find the right balance. He welcomed the LDFA to use the information from the website if they wanted to use it.

At their last meeting, the LDFA identified the creation of a new website as one of their priorities in developing the Industrial Park. They requested that Eriksen Development Company bring a back a marketing proposal to the next meeting. Kathleen Eriksen presented a proposal with some specifics for media services, highlighting items that were mentioned at their last meeting. She proposed that Eriksen Development create a new website for the City that would include highlighting the Industrial Park. The proposal outlined online media services, a timeline and cost. Ms. Eriksen promoted creating a facebook social media website page to coincide with the new website. Ms. Eriksen also recommended that a new City Logo be created.

The LDFA questioned whether or not they have the funding in their current fiscal year budget. City Manager Steve Hartsel advised that yes there is still \$5,000 in their current budget for marketing, and there are some other items that were budgeted that have not been expended. With line item transfers they could easily afford the proposed cost of \$6,500. The board members discussed if they like what Eriksen Development has prepared and would want to move forward with a marketing plan, they could bring all the stakeholders in and Ms. Eriksen could walk them through it.

Motion by Rex Murphy, seconded by Jim Driskill to **recommend to accept the Marketing Proposal from Eriksen Development Company, and authorize the City Manager to sign the contract, CARRIED:**
Unanimously by voice vote.

City Managers Report:

- Steger Industrial Drive Phase 5 continues to progress on schedule. Curb and gutters were installed on the last segment of Steger Industrial Drive, and they are now back filling the surrounding soil with a lot of progress on the outer loop in particular. The contractor is now laying the final roadbed for the road commission to come in and begin paving.
- The water tower has been repaired following excavation to investigate the leak underneath the tower. An elbow joint was found to not have been tightened properly. The joint has now been tightened, tested satisfactorily, and the surrounding areas restored to their previous condition. We are awaiting a written report from Jones & Henry Engineers, which we will use to prepare an invoice to be submitted to the tower builder, Caldwell tanks. It should be put back into service by next week at the latest.

Visitors Before Authority:

There was no Public Comment.

Adjournment:

Motion by Ed Engle, seconded by John Enerson to **adjourn the meeting at 7:38 p.m.** There were no objections.

ATTEST:

Judith A. Tanner, City Clerk