MEETING AGENDA
*ZOOM MEETING*
June 24, 2020 – 8:30 a.m.

I. Call to Order – Chairperson Leslie McClelland

II. Roll Call

III. Approval of Agenda

IV. Introductions

V. Public Comments

VI. Approval of Minutes
   - May 27, 2020 meeting

VII. Financial Report – Treasurer Rick Russwurm

VIII. Business

1. Review of June 9, 2020 Kinexus proposal

2. Discussion of committee structure, goals and timelines

3. Path forward once Kinexus funding ends

4. Follow-up meeting with Kinexus to fine tune the plan forwards

5. Community connections that EDC should be making

IX. New Business

XI. Adjournment
Board Members present: Kevin Anderson X, Roseann Marchetti X, Rick Russwurm X, Junior Oliver X, Ron McAdam X, Les McClelland X, Mark Van Dusen X, Sue Mikel X, Edwin Johnson __, David Kring X and Jeff Nelson X.

Also present: Jeff Carmen and Emilie Sarratore.

Chair Leslie McClelland called the meeting by Zoom to order at 8:31 a.m.

Approval of the Agenda: Leslie McClelland asked for a discussion of a letter received by the EDC from Jeff Carmen to be added under Mission/Vision. Ron McAdam moved for approval of the amended agenda, seconded by David Kring and motion carried.

Introduction of Visitors: Cassopolis Village Manager Emilie Sarratore was asked to talk about the progress the Village is making. Emilie talked about the recent grant they received from the MEDC to help with the planned street scape.

Public Comment: There was no public comment.

Approval of Minutes: Rick Russwurm moved for approval of the February 26, 2020, minutes. Seconded by Ron McAdam and motion carried.

Financial Report: Kevin Anderson moved to accept the financial report, seconded by Junior oliver and motion carried.

Mission-Vision: The EDC Mission-Vision – Jeff Carmen explained that there was a meeting with Todd Gustafson and Zach Morris about what Kinexus could do for Cass County. All members of the EDC received a letter detailing the meeting. Discussion followed. Kevin moved that the EDC commit up to $25,000.00 for a partnership with Kinexus subject to an agreement on the scope of work to be performed by Kinexus. Seconded by Junior and motion carried. Leslie McClelland asked for a motion to develop a committee structure no motion followed. Discussion ensued on committee structure. After further discussion, the following committees and members were proposed: Outreach committee consisting of Ron McAdam, Junior Oliver and maybe Mark VanDusen or Jeff Nelson. Legal committee consisting of David Kring and Edwin Johnson. Management Committee consisting of Leslie McClelland, Kevin Anderson, Jeff Carmen and Roseann Marchetti. Junior Oliver moved to accept the three committees including members of Outreach, Legal and Management. Seconded by Ron McAdam and motion carried.
Operations Report: MEDC Grant program - This was a program in March for businesses affected by Covid-19.

Project D activity: Leslie McClelland was contacted by Jeff Rea and property for a business was explored in Ontwa Township and Dowagiac.

Tim Lehman and Ron Kitchens: Leslie McClelland has had contact with them as well as had feedback from Dan Bourbon.

All business having been conducted, Rick Russwurm moved to adjourn, seconded by Junior Oliver and motion carried. The meeting adjourned at 9:40 am.

We attest the Board of Directors of the Cass County EDC has approved these minutes as the official minutes of the meeting recorded herein.

Leslie McClelland, Chair

Roseann Marchetti, Secretary
County of Cass
Fund 243 Economic Development Corp
Financial Report

Cash 10/1/2019  28,884.53

Revenue:
Interest Income (Year-to-Date Total)       YTD       2.25
**interest corrected in bank reconciliation process

Expenditures:
Edwardsburg Chamber of Commerce       01/09/20  (135.00)

Beginning Cash 28,884.53
Revenues 2.25
Expenses (135.00)

Ending Cash 5/31/2020 28,751.78
June 9, 2020

Roseann Marchetti, Chairperson
Cass County Board of Commissioners
120 N Broadway
Cassopolis, MI 49031

Dear Ms. Marchetti:

On behalf of Kinexus Group (KG), we look forward to the opportunity to partner with Cass County to provide economic development services to businesses and communities throughout the county. We will utilize all available KG resources to continue and expand the work we are doing to serve people, businesses, and the communities of Cass county.

One such resource is Market Van Buren. Over the past six (6) years, Kinexus Group has partnered with Van Buren County to provide economic development services to businesses and communities across the county. The partnership grew from managing their Revolving Loan Fund into now the creation of the economic development organization, Market Van Buren, which provides an array of economic development services. In fact, during the recent Covid-19 health crisis, Market Van Buren was able to support Van Buren and Cass County businesses by securing $112,000.00 in grants and another $150,000.00 in small business loans through the MEDC Small Business Relief Program. Potentially saving 37 businesses and countless jobs.

Looking ahead to our partnership in Cass County, we see several areas we can support businesses and communities. Outlined below are six (6) specific areas we will work with a sense of urgency to make progress and an impact on:

1. **Conduct a business outreach initiative.** We want to get the pulse of the business community and learn what their biggest needs are and how we can best support them. This will be done utilizing email, phone and in-person meetings. We will also conduct a survey to gather more in-depth information about each business.

2. **Partner with municipalities.** We will work with municipalities on funding strategies and how programs through the MEDC Redevelopment Ready Communities can work, even for non-traditional places. Ensuring municipal plans are updated and communities are equipped for today’s challenges are important for long-term sustainability.

3. **Place Making and community development.** We will work with the local unit of government, the County, and State to explore funding mechanisms to develop and market county attractions. Places like

Kinexus Group is committed to inspiring positive economic change, one person, one business, one community at a time.

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Kinexus is an Equal Opportunity Employer. Auxiliary aids and services are available upon request for individuals with disabilities. Michigan Relay Center: 711 Voice and TDD. Kinexus is a partner of American Job Centers.
Dodd Park, Lawless Park and Russ Forrest are examples of places that can be further marketed to improve tourism. Today's population is not just demanding a high-tech community, but also want places to explore in nature during their free time. We believe Cass can provide both.

4. **Industrial Property Development.** We can place your industrial properties on Zoom Prospector. This will give us the ability to add your properties to Requests for Properties from the MEDC Site Selection team. We will also work with your property owners on the development of their buildings or land to best prepare them for businesses and site selectors. This may include grant dollars and other resources.

5. **Grant Development.** Our team can help prepare and submit applications for grants that may support businesses, property owners or even units of government. Having someone representing your businesses and communities at the regional, state, and federal levels, ensures you have the chance to receive funding and not miss an opportunity.

6. **Representation in Lansing.** Our team can also help establish a Cass County presence in Lansing with key Administration and Legislative leaders to advance the economic development interests. This can be done by introducing and connecting County officials to technical and financial experts to champion the County's interests on an array of issues.

To execute on this strategy, we will be assigning our Executive Director of Market Van Buren, Zach Morris and additional organizational human and financial resources to execute on the agreement. Mr. Morris has four years of experience leading Economic Development in Van Buren County, five years of Workforce Development experience in Business Services, five years of Utility Experience, and has served on his Township Planning Commission since 2013. He is a graduate of Oklahoma University’s Economic Development Institute and is a Certified Economic Development Finance Professional through the National Development Council. While he works for Kinexus Group and serves the Board of Directors of Market Van Buren he will continue to report to Jake Gustafson, COO and Todd Gustafson, CEO of Kinexus Group on this specific project.

Total annualized expense for this project would total an estimated $80,000; of which KG proposes to contribute $55,000 in staffing, operational and administrative costs.

The timeline for this initiative will be based on the priorities you establish, recognizing there will be immediate, intermediate, and long-term objectives. We will bring resources, organization, and a sense of urgency to the effort. Working with you and the appropriate stakeholders we can identify realistic milestones for the various priorities and provide regular reports and updates.

We look forward to formalizing this effort with you and serving Cass County, along with its residents, communities, and businesses.

Sincerely,

[Signature]

Todd Gustafson
President and CEO, Kinexus Group

CC:
Jeff Carmen, Cass County Administrator
Zach Morris, Executive Director, Market Van Buren