

CHARTER TOWNSHIP OF MERIDIAN  
TOWNSHIP BOARD SPECIAL JOINT MEETING - **APPROVED** –  
ECONOMIC DEVELOPMENT CORPORATION  
MERIDIAN AREA BUSINESS ASSOCIATION  
EXECUTIVE BOARD  
MERIDIAN TOWNSHIP ENTREPRENEURIAL  
ASSET MOVEMENT (MTEAM)  
5151 Marsh Road, Okemos, MI 48864-1198  
853-4000, Town Hall Room  
THURSDAY, APRIL 12, 2007 **6:00 P.M.**

TOWNSHIP BOARD:

PRESENT: Supervisor McGillicuddy, Clerk Helmbrecht, Treasurer Hunting, Trustees Brixie, Such, Veenstra

ABSENT: Trustee Woiwode

ECONOMIC DEVELOPMENT CORPORATION:

PRESENT: Chair Richards, Members Hunting (ex-officio), Madle, Morrison, Rowlee, White

ABSENT: Members Burch, Vine, A. Woiwode

MERIDIAN AREA BUSINESS ASSOCIATION

EXECUTIVE BOARD:

PRESENT: Malinda Barr, Martha Joy, Maxine King, Bill Mory

MERIDIAN TOWNSHIP ENTREPRENEURIAL

ASSET MOVEMENT (MTEAM):

PRESENT: Malinda Barr (Owner, Get Up and Grow), Paul Brake (Assistant Township Manager/Downtown Development Authority Executive Director), Elizabeth Cohen (Michigan State Federal Credit Union), Dr. Lee Gerard (Superintendent of Okemos Public Schools), Bruce Hunting (Meridian Township Treasurer), Marsha Madle (Owner, Monarch Enterprises), Lynn Ochberg (local artisan and entrepreneur), Susan Pigg (Ingham County MSU Extension Educator), Larry Richardson (Executive Director of Junior Achievement), Lyn Rowlee (Progressive Mortgage loan officer), Will White (President of White Bros. Music and CEO of Travelers Club International Restaurant & Tuba Museum)

STAFF: Township Manager Gerald Richards

1. CALL MEETING TO ORDER

Supervisor McGillicuddy called the meeting to order at 6:05 P.M.

2. ROLL CALL

Supervisor McGillicuddy called the roll of the Board.

3. PUBLIC REMARKS

Supervisor McGillicuddy opened and closed Public Remarks.

4. EXPLANATION OF MTEAM PURPOSE AND DISCUSSION OF COMMUNITY SUPPORT OF ENTREPRENEURSHIP

- Introductions
  - Marshal Madle facilitated introductions around the room and turned the meeting over to Susan Pigg, Ingham County MSU Extension Educator

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- Creating Entrepreneurial Communities (CEC) Pilot Project
  - Susan Pigg gave an overview of the CEC camp
  - State wide initiative on how communities can be more supportive of small businesses
  - Michigan State University Extension selected a group of nine (9) communities to participate in the pilot program
  - Conference in 2006 partnered with the Michigan EDC, History, Art and Libraries, Ed Lowe Foundation (international organization out of southwest Michigan interested in entrepreneurial communities), etc.
  - Will White gave a presentation on why MTEAM is important:
    - Community identity (sense of place through long time small businesses)
    - Economics (entrepreneurs fuel our economy and are an important part of the tax base)
      - 86.4% of all Michigan businesses employ less than five (5) people
      - 44% of positive net job growth is from new businesses
      - “Economic gardening” grows the businesses
      - More citizens starting businesses due to downsizing of large businesses
      - Money which is spent in the Township’s small businesses stays in the area
    - Entrepreneurs provide quality of life
      - Diversity of choice
      - Access to music, art and culture
      - Outlets for personal growth (sports training centers, holistic, etc.)
      - Positive role model presented to our youth
        - Retain youth in the area
- Community Support and Asset Mapping Exercises
  - Malinda Barr asked attendees to take the community support test which was also taken by the CORE Team
    - CORE TEAM responses as well as majority of attendees fell within the “mixed support” score
    - Test exemplified the need for some type of economic development to focus on entrepreneurialism
- MTEAM Vision and Mission
  - Marsha Madle
    - Submit proposal of vision and mission
    - Vision: To transfer Meridian Township into a cohesive entrepreneurial community which will encourage and assist new and existing entrepreneurs to live, work and grow here
    - Mission statement: To strengthen communication between all available resources, create programs to raise the level of information available and support growth and development opportunities for new and existing entrepreneurs.
    - MTEAM goals
      - Establish “one stop shopping” to start a business
      - Reuse of currently vacant storefronts and office space
      - Create MARC (Meridian Area Resource Center)
      - Filling the pipeline (create an entrepreneurial community mindset through our youth)
        - Establishment of scholarships and/or grants for students who display and document business plans for entrepreneurial enterprises in the Township
        - check with Haslett/Okemos Schools and Junior Achievement on what clubs currently exist
- Greater MTEAM Discussion (Attendees divided into two groups to think tank)
  - Ideas/suggestions from MARC group
    - Develop an image campaign
    - Make government more competitive
    - Establish a micro lending fund
    - Create a business incubator
    - Create a separate visible location for MARC
      - Staff with volunteers (retired MSU faculty and state workers)

- Flexible hours or one day/week
- Ideas/suggestions from Filling the Pipeline group
  - Capture brain power
  - Investigate Ann Arbor non-profit setup (small offices)
  - Package and present
  - Banking presence
  - Steps to success classes
  - Community Education publications
  - Create videos and cds
  - Expansion of the MABA Expo to include information on entrepreneurship
  - Work with Junior Achievement
  - Consideration of a student MARC

5. PUBLIC REMARKS

Supervisor McGillicuddy opened Public Remarks.

John Anderson, 215 W. Newman, Okemos, noted that most of the businesses in Meridian Township are small businesses.

Supervisor McGillicuddy closed Public Remarks.

6. ADJOURNMENT

The Supervisor and Chairs adjourned their respective bodies at 7:36 P.M.

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SUSAN MCGILLICUDDY  
TOWNSHIP SUPERVISOR

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MARY M. G. HELMBRECHT, CMC  
TOWNSHIP CLERK

Sandra K. Otto, Secretary