



Charter Township of Meridian  
Meridian Economic Development Corporation  
5151 Marsh Road, Okemos, MI 48864  
Thursday, November 5, 2020– Minutes -DRAFT

**Members**

**Present:** Jade Sims, Joel Conn, Treasurer Phil Deschaine, David Ledebuhr, Tom Conway, Shawn Dunham, Township Manager Frank Walsh, Trustee Kathy Ann Sundland, and Kimberly Thompson

**Members**

**Absent:** Mikhail Murshak, Brenda Chapman, and Adam Carlson

**Others**

**Present:** Neighborhoods & Economic Development Director Amber Clark, Community Planning & Development Director Mark Kieselbach, Township Trustee Patricia Herring Jackson

1. CALL MEETING TO ORDER

Chair Sims called the meeting to order at 7:30 am and Member Ledebuhr read the mission statement.

2. **MISSION:** Set the standard in creating an entrepreneurial culture, be the example for revitalization of our business districts, and be the leaders in building sustainable public/private partnerships.

3. APPROVAL OF THE AGENDA

**MOTION BY MEMBER CONWAY TO APPROVE THE AGENDA. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 8-0.**

4. CONSENT AGENDA

- a. Minutes-October 8, 2020
- b. Financial Report
  - i. Independent Bank Balance Summary
  - ii. Burcham Hills Retirement Invoice
- c. Development Projects

**MOTION BY MEMBER LEDEBUHR TO APPROVE THE CONSENT AGENDA. SUPPORTED BY MEMBER CONWAY. MOTION PASSES 8-0.**

5. PUBLIC REMARKS

None.

6. NEW BUSINESS

a. WLNS Meridian Township Business Package

Director Clark reported that she and Communications Manager Yates met with WLNS to discuss an advertising package for local businesses. There would be three businesses on a 30 second commercial along with promotion for the Township. The commercial would be seen 90 times. Each business would be able to participate at a discounted rate of \$100 and the Township Economic Development Corporation and the Communication Commission would cover the remainder \$275 per business. Director Clark shared a sample commercial and stated we were hoping to get 20-40 businesses to participate.

The EDC had discussion around the return on investment for this type of program. Several members reported these types of campaigns are generally not successful for the business, but instead suggested Facebook advertising may be more successful. There you can target your market and the cost is affordable.

Township Manager Walsh mentioned that the Township has \$250,000 in a Communications Fund and that this money may be helpful to our local businesses. He suggested that the EDC consider turning over this idea small business grants to a committee consisting of Director Clark, two DDA members, two EDC members, Communications Manager, and a member of the Township Board.

**MOTION BY MEMBER THOMPSON TO SUPPORT A PROMOTIONAL CAMPAIGN FOR SMALL BUSINESSES IN THE TOWNSHIP WITH THE SUPPORT AND ASSISTANCE OF THE ECONOMIC DEVELOPMENT CORPORATION (EDC), AS NEEDED. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 8-0.**

b. Meridian Township Business Survey

Director Clark reported the business surveys are out along with a press release and information on social media. The surveys will give us a check on how our local businesses are doing. Local businesses will have 30 days to complete the electronic survey. Director Clark will share the survey results with the EDC. Chair Sims mentioned getting a status update on the database of Township businesses. Director Clark will work on the compiling the lists she has and will work with Director Gebes, if needed.

7. TOWNSHIP REPORTS

a. Township Board

Trustee Sundland reported that there is a Board meeting tonight.

b. Township Manager

- The Board will hold their annual goal setting meeting on November 23<sup>rd</sup>.
- Walnut Hills has been sold to a Township family. They plan to build 3-4 private residences on the property. The Clubhouse will be demolished.
- The 2020 local road plan is complete.
- The 2021 local road list will be presented at the December 1<sup>st</sup> Board meeting.
- Working on the Village of Okemos demolition.
- Implementing a remote work plan.
- The large dog park has opened.
- Marketplace on the Green has opened.
- The three Township millages that were on the ballot were approved.

- A new solar panel has been installed on the South Fire Station roof. An additional one will be installed on the roof of the restrooms at the Marketplace on the Green.
- The Municipal Building HVAC project is complete.
- Sponsoring two Police cadets through the Police Academy.
- The new Township Board swearing in will be on November 20<sup>th</sup> at 10:00am.

c. Planning Commission

Director Kieselbach gave a report on the current Planning Commission activities.

d. Chair

Chair Sims mentioned she attended the Board meeting for the discussion of the Village of Okemos Redevelopment Fund application.

e. Staff

Director Clark is working on a development agreement for the redevelopment fund reimbursement program for the Village of Okemos project. The demolition for the project is expected to take place in December/January. She shared the list of the current development projects going on in the Township. She will be working on outreach to local businesses to participate in the business survey. A goal for 2021 will be to determine how the Department will assist small businesses during these challenging times.

8. COMMUNITY REPORTS

a. Meridian Mall

Member Dunham stated that the expansion project for High Caliber Karting has been delayed until the end of the 1<sup>st</sup> quarter of 2021.

b. MABA

Director Clark reported that she recently attended a MABA event at the Marketplace on the Green. At the event, they presented two nonprofit organizations with grants from their golf outing proceeds. Discussion was had around the business awards and the restaurant program. The EDC expressed interest to continue to be involved. Director Clark will be following up with MABA on both programs.

9. OPEN DISCUSSION/BOARD COMMENTS

None.

10. PUBLIC REMARKS

None.

11. NEXT MEETING DATE

- December 3, 2020 at 7:30am

12. ADJOURNMENT

Hearing no objection, Chair Sims adjourned the meeting.



**INDEPENDENT**

BANK

PO Box 279 | Belding, MI 48809 | IndependentBank.com

**Account Analysis**  
**October 2020**

Account Number	1182419
Settlement Period Ends	October 2020
Statement Date	November 13, 2020
Page 1 of 2	
For Questions Regarding Your Statement, Contact:	
STEVE HALLEAD	
(616) 447-3948	

CHARTER TOWNSHIP OF MERIDIAN  
 ECONOMIC DEVELOPMENT CORP  
 MERIDIAN TOWNSHIP EDC/ACCOUNTS  
 PAYABLE  
 5151 MARSH RD  
 OKEMOS MI 48864

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FOR QUESTIONS REGARDING YOUR STATEMENT PLEASE CALL 800.530.3719.

1 (193) D 1182419

**Balance Summary**

Average Ledger Balance	\$36,466.79
Less Average Float	\$0.00
Average Collected Balance	<u>\$36,466.79</u>
Average Negative Collected Balance	\$0.00
Average Positive Collected Balance	\$36,466.79
Collected Balance	\$36,466.79
Less Federal Reserve Requirement at 10.000000% of Collected Balance	\$3,646.68
Investable Balance	<u>\$32,820.11</u>
Investable Balance	\$32,820.11
Less Balance Required for Services	\$0.00
Excess/(Deficit) Balance	<u>\$32,820.11</u>

**Results Summary**

**Analyzed Results**

Earnings Credit at 0.000000% of Balance	\$0.00
Less Total Analyzed Fees	<u>\$0.00</u>
Total Analyzed Results	\$0.00



00075

# Account Analysis

## October 2020

Account Number	1182419
Settlement Period Ends	October 2020
Statement Date	November 13, 2020
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CHARTER TOWNSHIP OF MERIDIAN

### Service Detail

Service Description	Volume	Unit Price	Total Fee	Balance Required
<b>Deposit Services</b>				
Businessflex	1		\$0.00	
Total Analyzed Fees			\$0.00	\$0.00
Total Fee Based Fees			\$0.00	
Total Waived Fees			\$0.00	

\$0.00 in Investable Balances Offset \$1.00 of Total Fees for all Analysis Based Services.

### Historical Summary

Month	Average Ledger Balance	Average Collected Balance	Investable Balance	Excess/ Deficit Balance	Earnings Credit Amount	Analysis Based Fees	Fee Based Fees	Service Charges Due
November	41,628	41,294	37,165	37,165	0	1	0	0
December	47,618	47,618	42,856	42,856	0	1	0	0
January	47,114	47,114	42,403	42,403	0	0	0	0
February	46,442	46,442	41,798	41,798	0	0	0	0
March	46,447	46,447	41,802	41,802	0	0	0	0
April	46,450	46,450	41,805	41,805	0	0	0	0
May	46,452	46,452	41,806	41,806	0	0	0	0
June	94,054	88,787	79,908	79,908	0	9	0	0
July	41,236	41,236	37,113	37,113	0	0	0	0
August	36,722	36,722	33,050	33,050	0	0	0	0
September	36,465	36,465	32,819	32,819	0	0	0	0
October	36,467	36,467	32,820	32,820	0	0	0	0
Average	47,258	46,791	42,112	42,112	0	1	0	