



**GRAND VALLEY
METROPOLITAN COUNCIL**

Board Meeting Agenda

November 5, 2009 • 8:30 a.m.

**Council Chambers – Wyoming City Hall
1155 28th St SW • Wyoming, MI 49509**

- 1. Call to Order by Chair**
- 2. Public Comment**
- 3. Approval of Minutes dated October, 2009**
- 4. Update on the GVMC Strategic Plan**
- 5. GVMC Regional Cooperation Committee – Friday November 20**
- 6. Legislative Advocacy**
 - a. Governor Warns on FY 2011 Budget Cuts**
 - b. GVMC Legislative Committee – November 11, 2009**
- 7. Other items of business and comments from GVMC members**
- 8. Special Ceremony: Tribute to Carol Sheets upon her retirement as Mayor of Wyoming**
- 9. Adjournment**



Memorandum

To: Grand Valley Metropolitan Council
From: Donald J. Stypula, Executive Director
Date: November 3, 2009
Re: Agenda Items for our November 5, 2009 Board meeting

Attached are the agenda and support documents for our next GVMC Board of Directors meeting, scheduled for **8:30 am Thursday November 5, 2009 at the Council Chambers of Wyoming City Hall**, located on the northeast corner of 28th Street SW and DeHoop Ave. -- 1155 28th St SW, Wyoming, MI 49509

The Kent County Commission is meeting on Thursday morning so we are venturing to the Wyoming City Council Chambers where I will give you an update on our efforts to achieve the goals and objectives of the GVMC Strategic Plan. We will also discuss the upcoming GVMC Regional Cooperation Committee meeting scheduled for November 20 and then discuss some troubling news emerging from the Capitol in Lansing.

Following our formal business, we will pay tribute to a dear and long-time friend, Wyoming Mayor Carol Sheets, as she sets down the gavel and sets her sights on her retirement in Florida.

We'll start by reviewing and accepting the attached minutes from our October 1, 2009 GVMC Board meeting.

UPDATE ON GVMC STRATEGIC PLAN

I have attached a smaller print version of the now familiar spreadsheet that I use to track our progress in meeting the goals and objectives of the GVMC strategic plan that we have been following since 2007. I will have larger, easier-to-read, color copies of this printout ready for you at the meeting on Thursday morning.

We have made progress in several areas, most notably in securing grant funding to support projects that assist member communities and that fit GVMC's vision and mission; improved collaboration with regional partners, especially in support of economic development; making progress in nurturing and expanding the Lower Grand River Organization of Watersheds (LGROW); and internal and external regional collaboration.

Most challenging is our effort to develop a methodology for providing planning services for a fee to member communities. Our membership survey, conducted earlier this year to gauge the land use and environmental/natural resources planning needs of member communities that could be provided by GVMC, yielded disappointing results. The state of the economy and the real estate market, coupled with the dramatic declines in municipal revenues are vexing challenges that have slowed our headway on this goal.

But, those challenges also open a window of opportunity as our member communities seek ways to improve efficiencies and lower costs by consolidating services, including community planning. With that dynamic in mind, the Planning and Transportation directors and I are discussing ways that GVMC can coordinate, manage, and assist communities with their planning needs and accomplish that through a multi-jurisdictional planning approach. I will provide timely updates to you as this idea blossoms.

Another area where progress has been disappointing is in the development of an improved GVMC web presence and the creation of printed “marketing” materials that outline who we are and what we can do at Metro Council. My conversations with several professional public relations and communications firms yielded proposals that are expensive and, in my opinion, unnecessary. I am searching for a “boots on the ground,” produce and prepare for printing and distribution effort – guided by staff – that brings results. This is a major priority that I will be pushing hard over the next few weeks.

As I noted, I will bring legal-size color copies of the tracking spreadsheet to the meeting tomorrow and discuss several areas of the strategic plan that are noteworthy.

Proposed Action: Discuss and accept the Quarterly Update on the GVMC Strategic Plan

REGIONAL COOPERATION COMMITTEE – NOVEMBER 20, 2009

As I noted in an email invitation sent earlier this week, I am asking you to mark your calendars and plan to attend the next meeting of the **Grand Valley Metro Council Regional Cooperation Committee, scheduled from 10 a.m., to Noon, Friday November 20, 2009 in the second floor conference room of the Riverview Center building** (down the hall from our offices).

Our topic is economic development, and steps we can take as individual counties and municipalities in the region to foster economic growth and job creation. Right Place. Inc. CEO Birgit Klohs and her staff will be joining us to provide a quick update on current economic development trends and to unveil a regional strategy we have been assembling to improve economic development prospects in the GVMC region.

BACKGROUND

As I have noted recent Board meetings, I have been meeting with Birgit Klohs and her staff at RPI on various strategies to improve our region's attractiveness as a place to develop and expand business opportunities. Twice in the past few years, Birgit and RPI Vice President Rick Chapla

have participated in meetings of the GVMC Regional Cooperation Committee to brief us on the latest trends in the competition for jobs and economic growth and to gauge county and local officials' support for efforts to improve our regional approach to economic development.

Together, the staffs of RPI and GVMC have designed a Regional Economic Development "Welcome Mat" -- a concise list of preferred practices that counties and communities can adopt to make our region of Michigan the most attractive to investors and job creators. As Birgit and her staff travel throughout the country and the world in search of entrepreneurs and investors they would like to tell these prospects that no matter where they decide to locate in West Michigan, they will receive friendly, streamlined "red carpet" treatment from counties and communities that value and appreciate the economic development, investment and jobs.

I hope that you can take the time to join us at 10 a.m. Friday November 20 at the conference center just down the hall from the GVMC offices to learn the latest about RPI's global efforts to attract investment and job and the steps we can take in our counties and home towns to roll out the Welcome Mat!

LEGISLATIVE ADVOCACY – LANSING UPDATE

The ink is barely dry on the state budget bills for FY 2010. Bruised and battered from one of the most nasty and protracted budget fights in state history, Governor Jennifer Granholm and state lawmakers were trying to regroup this week.

Then came word yesterday that the Governor is warning of a possible 20% cut in state spending next year, a draconian step after billions in cuts since 2003 already have slammed police and fire services, pushed schools toward insolvency and reduced oversight of prison inmates.

Liz Boyd, Granholm's spokeswoman, told reporters in Lansing that state departments are being asked "to put together plans that reflect a 20% reduction" for the budget year that starts Oct. 1. We can only surmise that included in this call for a 20% reduction is statutory revenue sharing.

The request is a further blow to health care providers, Michigan State Police, universities and others dependent on public money in a state where revenues, adjusted for inflation, are at about the same level as in 1965.

The state filled a deficit in the current budget year by cutting nearly \$1.9 billion from spending and relying on about \$1 billion in federal stimulus money that won't be available next year. Most departments lost 10% from their budgets. Granholm's office said state budget director Bob Emerson predicts the next fiscal year's deficit could hit \$1.4 billion -- with little remaining federal recovery money to cushion the blow.

Many states are having fiscal woes, but few have struggled as much as Michigan. Less revenue is coming in from income, sales and property taxes, while the highest-in-the-nation 15.3% jobless rate has spurred demand for food stamps, health care and unemployment checks.

Michigan has never recovered from the spiral that began a decade ago. More than \$10 billion in deficits have been resolved by the Governor and lawmakers since 2003.

"There are whole parts of departments that would have to be eliminated" with a 20% cut, said Mitch Bean, director of Michigan's nonpartisan House Fiscal Agency.

School districts, which are losing \$300 to \$600 per student this year, could see their funding drop by \$200 to \$300 more per student next year -- an additional hit of \$300 million to \$400 million.

Granolm is to present her budget in February.

Balancing next year's budget "is a tall order when you take into consideration the state's revenue picture, the loss of the federal dollars ... and the growth in services that people rely on in tough times," Boyd, the Governor's press secretary, said.

LEGISLATIVE ADVOCACY – GVMC LEGISLATIVE COMMITTEE

Please plan on attending the next meeting of the **GVMC Legislative Committee, set for 8:30 a.m. Wednesday November 11 here at the GVMC offices.**

In addition to discussing the latest updates from Lansing and Washington, we will be reviewing and making a recommendation on draft legislation designed to remove current barriers to intergovernmental service sharing. I have received RSVPs from about 20 GVMC members so I am anticipating an enlightening discussion on how we can move forward with intergovernmental cooperation and service sharing in our region.

As always, we're looking forward to seeing you and having a fruitful discussion. If you have any thoughts, comments, questions or suggestions you can reach me anytime on my cell phone at 616-450-5217, in the office at 776-7604, at home at 257-3372 or via email at stypulad@gvmc.org.

GRAND VALLEY METRO COUNCIL

Board Meeting

October 1, 2009

8:30 a.m.

Kent County Commission Chambers

MINUTES

1. Call to Order

The meeting was called to order at 8:35 a.m. by Chairman Jim Buck.

Members Present:

Jerry Alkema	Allendale Township
Alex Arends	Alpine Township
Dale Bergman	Sparta Township
Jim Buck	City of Grandville
Chris Burns	City of Cedar Springs
Randy DeBruine	City of Belding
Daryl Delabbio	Kent County
Mike DeVries	Grand Rapids Township
Brian Donovan	City of East Grand Rapids
Jason Eppler	City of Ionia
Cindy Fox	Cascade Township
Doyle Hayes	At-Large Member
George Heartwell	City of Grand Rapids
Don Hilton, Sr.	Gaines Township
Denny Hoemke	Algoma Township
Jim Holtrop	Ottawa County
Jim LaPeer	Cannon Township
David Pasquale	City of Lowell
Rick Root	City of Kentwood
Carol Sheets	City of Wyoming
Al Vanderberg	Ottawa County
Toby VanEss	Tallmadge Township
Rob VerHeulen	City of Walker
Bill VerHulst	City of Wyoming
Michael Young	City of Rockford

Members Absent:

Dick Bulkowski	Kent County
Dan Carlton	Georgetown Township
Sharon DeLange	Village of Sparta
Tom Fehsenfeld	At-Large Member
Brian Harrison	Caledonia Township
John Helmholdt	City of Grand Rapids
Pauline Luben	City of Hudsonville
Elias Lumpkins, Jr.	City of Grand Rapids

Robert May	City of Hastings
Mick McGraw	At-large Member
George Meek	Plainfield Township
Jim Miedema	Jamestown Township
Roger Morgan	Kent County
Cy Moore	Treasurer
Audrey Nevins	Byron Township
Steven Patrick	City of Coopersville
Chuck Porter	Courtland Township
Milt Rohwer	City of Grand Rapids
Ken Snow	City of Greenville
Chris Yonker	City of Wayland

Others Present:

Andy Bowman	Grand Valley Metro Council
Abed Itani	Grand Valley Metro Council
TaiWo Jaiyeoba	ITP
David Kent	MDOT
Gayle McCrath	Grand Valley Metro Council
Don Stypula	Grand Valley Metro Council

2. Approval of Minutes

MOTION – To Approve the Minutes of the September, 2009, GVMC Board Meeting. MOVE – Vanderberg. SUPPORT – Donovan. MOTION CARRIED.

3. Transportation

Abed Itani explained the request for FY2008-2011 TIP amendments for an advance construct of two programmed FY2013 projects in 2011: Forest Hills Ave. from Burton St. to I-96 and Forest Hills Ave. from I-96 to north city limits. Staff also requests to amend the FY2010 project list to add a potential Service Development New Technology grant from MDOT.

MOTION – To Approve the Requested Amendments. MOVE – Sheets. SUPPORT – FOX. MOTION CARRIED.

Abed Itani updated the Council on the progress of the Long Range Transportation Plan which is required to be completed every four years (2011).

4. GVMC Strategic Plan

Don Stypula reported he is focusing on how he can help members succeed. We will have to move quickly to a new model of delivering services due to the new economic realities. Don has been working with Abed Itani and Andy Bowman to create a model to provide services in a way that fits GVMC’s mission: Regional planning with the potential for sharing planning services to help members do their planning on a multi-jurisdictional level. Later this month Don will schedule a meeting of the Regional Cooperation Committee to figure out where to go with providing regional planning services. Within

the next two days he will send out a save the date notice. We will figure out a business model to allow us to bring in the resources to do it.

Don has also talked with a number of communications companies and will talk with others regarding creating a marketing plan. He will also create tri-fold literature himself on his computer. He will bring a more detailed plan to the next Council meeting on November 5, which will be held at the Wyoming city offices.

5. Recommendations of the Nominating Committee

The recommendations of the Nominating Committee for GVMC Officers and Executive Committee were reviewed. It included Officers: Jim Buck – Chair; Don Hilton – Vice Chair; Cy Moore – Treasurer; and Daryl Delabbio – Secretary. Remaining members of the Executive Committee recommended included: Rick Root, Rob VerHeulen, Cindy Fox, George Heartwell, Jim Miedema, and Al Vanderberg.

MOTION – To Approve the Recommended GVMC Officers and Executive Committee. MOVE – Hoemke. SUPPORT – DeVries. MOTION CARRIED.

Jim Buck recognized Mayor Carol Sheets for her many years of service to her community and the Metro Council.

6. Legislative

Don Stypula reported he is waiting for Lansing to move on legislation which would enable more collaboration and cooperation between local entities. This would be essential due to continued loss of revenue sharing and the potential Dillon Health Care Plan.

Last night the legislature had another shut down. They passed a continuation budget at about 2:00 a.m. today. Revenue sharing will continue to be in jeopardy. Don believes all statutory revenue sharing will be gone within one year. He recommends members don't budget for revenue sharing. At this point there have been no appropriations for schools. Don is confident they will move something. The continuation budget will be in effect for 30 days and reduces revenue sharing by 13%.

Carol Sheets stated members should work together to repeal Proposal A so local entities can establish their own revenue rather than wait for the legislature to do things. We can't keep cutting our way out of it without a revenue boost. If the state isn't going to honor its obligations we need another way to increase funding. The revenue the state collects from the sales tax is not dropping substantially; neither should revenue sharing as the two were tied. We need to work together to get rid of Proposal A and protect revenue sharing.

Mike DeVries reported the original intent of Proposal A was to equalize school district funding. It is easy for us to criticize the legislature, but they now have a much larger constituency they have to serve.

Al Vanderberg added there are many causes to the current crisis. However, term limits has brought a crisis of leadership. The balance of power has shifted to lobbyists.

7. Oath of Office

Sonja Dean administered the Oath of Office to Toby VanEss of Tallmadge Township.

8. Other

The Quarterly Luncheon will be October 12.

9. Adjourn – 9:30 a.m.

MOTION – To Adjourn. MOVE – Delabbio. SUPPORT – Root. MOTION CARRIED.

Grand Valley Metro Council
2008-2009 Strategic Business Plan : Goals, Objectives, and Outcomes

	Projected Completion	Resources Assigned
Goal Category #1: Land Use Planning		
<i>Objective 1: Create business plan for GVMC Regional Land Use Planning Department</i>		
Regional Cooperation Committee meets to discuss planning needs, goals and objectives	12/6/07	Metro Council and GVMC Staff
Outcomes used to develop multi-year work plan for land use and environmental/natural resources	7/10/08	Executive Director and Planning Dept. Staff
Planning staff proposes land use design charette for proposed bus rapid transit route on Division Ave. in Wyoming and Kentwood; funding is secured from area foundations	9/15/09	Jay Hoekstra and Andy Bowman
Design charette is completed; results drive decision making for BRT route development	10/30/09	Jay Hoekstra and Andy Bowman
Staff surveys municipal planners to ascertain wants and needs for GVMC planning consulting	4/15/09	Executive Director and Planning Dept. Staff
Survey results, pointing to a soft market for planning services, shared with GVMC Board	8/6/09	Planning Director
Planning Department Strategic Plan developed; GVMC Board briefed on FY 2010 Plan	Late	
Work plan, including fee-for-service, land use and natural resources planning implemented	12/15/08	Regional partners and GVMC staff
Staff from Planning and Transportation departments meets with GVMC stakeholders on a subregional basis to develop a new long-range plan that emphasizes sustainable land use and transportation investment practices.	10/15/09	Planning and Transportation Staffs
Progress reports to GVMC Board, funders and regional partners	Ongoing	Metro Council and GVMC Staff
Planning Department staff assists planners in Grand Rapids, Wyoming and Kentwood to develop a coordinated land use plan for bus rapid transit corridor on Division Ave.	Ongoing	Andy Bowman and Jay Hoekstra
<i>Objective 2: Develop menu of land use and natural resources planning services that GVMC can provide for a fee</i>		
Municipal officials surveyed and interviewed; planning needs ascertained and inventoried	4/15/09	GVMC Planning Department Staff
GVMC resources to meet local planning needs identified	12/1/08	Executive Director and GVMC Staff
Service costs and pricing methodology identified; marketing tools developed and distributed	12/15/08	Executive Director and GVMC Staff
GVMC offers land use and natural resource planning services for a fee to communities	1/1/09	GVMC Staff
Executive Director and Planning staff meet continually to discuss scope of services that can be provided and methodologies for rendering services to GVMC members	Ongoing	Executive Director and Planning staff

Grand Valley Metro Council
2008-2009 Strategic Business Plan : Goals, Objectives, and Outcomes

	Projected Completion	Resources Assigned
<i>Objective 3: Acquire Sustainable Land Use / Natural Resources Department Funding</i>		
DEQ grant and project agreements for LGROW Agency approved by Metro Council	10/8/07	Metro Council and GVMC Staff
Work plan, with timetables for DEQ grant project developed	12/15/07	DEQ, GVMC Staff and Partner Agencies
MSHDA/MML grant work plan for Community Design Center developed	4/15/08	MML/MSHDA/ GVMC Staff
MSHDA/MML grant for Community Design Center approved by Metro Council	11/1/08	Metro Council and GVMC Staff
Staff meets with municipal planners and other officials to articulate goals of community design techniques center	3/1/08	GVMC Staff
GVMC-based Community Design Center begins working with planners and developers to encourage the use of alternative site plans and building designs per established goals	12/1/08	Planners/developers/GVMC staff
Progress reports on Community Design Center presented to GVMC Board, funders and regional partners	Quarterly	Executive Director and GVMC Staff
Staff continually monitors availability of grant funding from business, philanthropic and public sectors for to finance land use and natural resources planning projects and initiatives; staff pursues funding opportunities	Ongoing	GVMC Staff
Staff works with RPI, Inc. to identify three-year U.S. EPA funding opportunity for multi-jurisdictional brownfields assessment program along the Division Avenue corridor; grant application developed and submitted	12/1/08	Executive Director and Planning Dept. Staff
U.S. EPA notifies GVMC of successful grant application; tentatively awards \$400,000 grant	5/18/09	
Staff prepares and submits final grant application and funding request; EPA approves	7/17/09	Jay Hoekstra
Staff works with representatives from the Cities of Grand Rapids, Wyoming, Kentwood, together with Gaines and Byron Townships to identify eligible brownfields sites, coordinate grant activities, keep public(s) actively involved and work with economic developers	Ongoing	Jay Hoekstra
Staff develops consultant RFP; works with regional partners to select consultant; project launches	10/1/09	Jay Hoekstra
Staff works with regional partners to monitor consultant, conduct public meetings on purpose and progress, and develop and submit quarterly reports to U.S. EPA	Ongoing	Jay Hoekstra
Transportation and Planning Departments jointly apply to MDOT for a Service Development and New Technology (SDNT) grant to gauge the relationship between land use policies and the development of public transit in the MPO area. (Awaiting grant award)	8/20/09	Transportation and Planning staffs

Grand Valley Metro Council
2008-2009 Strategic Business Plan : Goals, Objectives, and Outcomes

	Projected Completion	Resources Assigned
Goal Category #2: Responsible Public Policy		
<i>Objective 1: Revitalize Regional Cooperation Committee</i>		
Coordinate with GVMC Legislative Committee to develop collaborative regional legislative agenda	Ongoing	Metro Council and Legislative Committee
GVMC Regional Cooperation Committee meets quarterly to discuss and resolve regional issues	Start 11/15/07	Metro Council
GVMC Executive Committee and Board develops topics for discussion	Continuous	Metro Council and Executive Director
Differences of opinion among regional players are resolved amicably, building regional trust and cooperation	Ongoing	Metro Council and Regional Partners
GVMC hosts Regional Cooperation Committee in review of regional economic development initiatives	7/9/08	Metro Council and Regional Partners
GVMC hosts Regional Cooperation Committee to identify local incentives that can be applied at a regional level to formulate a region-wide "Welcome Mat" for investors and job providers	10/9/08	Metro Council and Regional Partners
Staff from GVMC and RPI develop matrix of preferred practices that GVMC member communities can follow to attract and keep businesses; matrix will be discussed with Regional Cooperation Committee on November 20, 2009.	11/20/09	GVMC and RPI staff
GVMC and RPI conduct Economic Development training session for all county and local elected officials in the region to familiarize them with current practices to attract and keep businesses.	2/15/10	GVMC and RPI staff
<i>Objective 2: Continue development of Lower Grand Watershed Organization</i>		
Regional Steering Committee agrees on structure of Lower Grand River Organization of Watersheds (LGROW)	9/7/07	Executive Director and GVMC Staff
Draft bylaws presented to GVMC Corporation Counsel for review/comment	10/12/07	Executive Director and Corp. Counsel
Draft bylaws presented to GVMC Executive Committee for review and comment	10/18/07	Executive Committee
Staff and GVMC Corporation Counsel agree on redraft of bylaws incorporating Executive Committee comments	11/30/07	Staff and Corporation Counsel
LGROW Bylaws and request to join as Agency of GVMC presented to Metro Council for first review	11/1/07	Metro Council and GVMC Staff
Comments and suggestions from Metro Counsel incorporated into final draft of bylaws	11/9/07	Staff and Corporation Counsel
LGROW conducts Lower Grand Watershed Forum for all stakeholders at Eberhard Center	11/14/07	LGROW Board and GVMC Staff
Draft bylaws presented to GVMC Executive Committee for approval	11/15/07	Executive Director and Staff
Metro Council votes to add LGROW as an agency of GVMC	12/6/07	Metro Council
LGROW works with public and private sector funders to secure sustainable funding for operations/projects	Ongoing	LGROW Board and GVMC Staff
LGROW officially launches with watershed forum at Eberhard Center	4/22/09	Andy Bowman
LGROW Steering Committee develops and distributes marketing materials; meets with potential members and funders and works with sub-watershed groups on projects to improve water quality	Ongoing	Andy Bowman
LGROW Forum meets at Eberhard Center; Board members are elected	11/6/09	Andy Bowman

Grand Valley Metro Council
2008-2009 Strategic Business Plan : Goals, Objectives, and Outcomes

	Projected Completion	Resources Assigned
<i>Objective 3: GVMC assists member counties and communities comply with environmental regulatory</i>		
GVMC continues collaborative, regional Storm Water Phase II compliance initiative	Ongoing	Executive Director, GVMC Staff, FTCH, Inc.
GVMC offers reduced-cost Storm Water Phase II compliance services to non-regulated townships	9/1/07	GVMC Staff and FTCH, Inc.
Executive Director meets with DEQ and EPA officials on regular basis to resolve issues for GVMC members	Ongoing	Executive Director
Staff continuously monitors federal and state environmental compliance mandates; interfaces with local government partner organizations on compliance issues and offers assistance to GVMC members	Continuous	Executive Director and GVMC Staff
GVMC Executive Director meets with transition coordinator for the new Michigan Department of Natural Resources and Environment (DNRE) to discuss historic and on-going municipal concerns with permitting practices	10/1/09	Don Stypula
GVMC Executive Director meets periodically with statewide stakeholders from the public and private sectors and DNRE transition coordinator to address concerns with environmental permitting practices.	Ongoing	Don Stypula

Grand Valley Metro Council
2008-2009 Strategic Business Plan : Goals, Objectives, and Outcomes

	Projected Completion	Resources Assigned
Goal Category #3: Legislative Affairs		
<i>Objective 1: Develop list of "Green Light" legislative issues upon which Executive Director may act</i>		
Legislative Committee, Executive Committee and Metro Council approve Green Light issues	9/6/07	Metro Council and Executive Director
Executive Director tracks Green Light issues and reports developments to Metro Council	Ongoing	Executive Director
<i>Objective 2: Focus GVMC Advocacy efforts on critical issues upon which GVMC can provide a regional voice</i>		
Executive Director monitors legislative issues; interacts with legislators and staff; updates Metro Council	Continuous	Executive Director
GVMC partners with MML, MTA, MAC, GRACC, Right Place and other groups to advocate common issues	Continuous	Legislative Committee and Executive Director
GVMC partners with Grand Rapids Area Chamber of Commerce to actively push GVMC's Legislative Priorities (amendments to 1969 Act 312, 1967 Acts 7&8 and 1989 Act 292) through the Legislature.	Ongoing	Legislative Committee, Executive Director and GRACC staff
Goal Category #4: Membership Services		
<i>Objective 1: Ongoing education regarding GVMC's purpose, activities and services</i>		
GVMC staff collaborates with members and regional partners on development of communications/marketing plan; and develops communications and marketing tools		GVMC Staff
Metro Council approves marketing plan, together with budget amendment, to promote GVMC services	12/4/08	Metro Council and GVMC Staff
GVMC promotional tools are unveiled at regional meetings; continuous outreach to news media	2/1/09	Executive Director
Continuously updated talking points, PowerPoint presentation and other tools available for members	Ongoing	Executive Director and GVMC Staff
Meetings with potential new GVMC members occur on continuous basis	Ongoing	GVMC Officers and Executive Director
Metro Council approves FY 2010 budget with funding for development of GVMC communications and marketing plan; and preparation of marketing materials	9/3/09	Executive Director and staff
GVMC Web page is improved; printed marketing materials are distributed at meetings with GVMC members and shared with regional partners	2/1/10	Executive Director and staff
GVMC Executive Director works with Grand Valley State University and GVMC Corporation Counsel on a plan to enable institutions of higher education to join Metro Council as "ex-officio" members	1/30/10	Don Stypula and Jim Brown

Grand Valley Metro Council
2008-2009 Strategic Business Plan : Goals, Objectives, and Outcomes

	Projected Completion	Resources Assigned
<i>Objective 2: Meet with officials from jurisdictions outside of Metro area to improve relations</i>		
Executive Director meets on regular schedule with West Michigan county and municipal officials	Ongoing	Executive Director
County and local officials are aware of GVMC's available services	Ongoing	Executive Director and GVMC Staff
Outreach to regional Chambers of Commerce and economic development agencies	Ongoing	Executive Director
GVMC Executive Director meets with county and local government consortiums statewide to exchange ideas and explore use of Metro Councils Act to organize and serve regions.	Ongoing	Executive Director
Executive Director meets with counterparts at other state MPOs to exchange ideas and share information beneficial to all	Ongoing	Executive Director
Goal Category #5: Regional Collaboration		
<i>Objective 1: Properly define GVMC's role in relation to other regional organizations</i>		
Continuous interaction with business, philanthropic and educational sectors to promote regional prosperity	Ongoing	Metro Council and GVMC Staff
Executive Director meets with area Chambers and economic development groups to share information and offer assistance in promoting business retention and new business attraction	Monthly	Executive Director
GVMC offers service and assistance on boards, commissions and task groups that benefit the region	Ongoing	Executive Director and staff
GVMC Executive Director and staff serve on steering committee of the Diversity and Inclusion in Government Group to promote a regional atmosphere of diversity and inclusiveness in the GVMC region	Ongoing	Don Stypula and Andy Bowman
<i>Objective 2: Determine annual regional collaboration focus</i>		
GVMC Executive Committee and Board agree on annual collaboration focus and subtopics	Annual	Metro Council and Executive Director
Opportunities for public/private collaboration are identified and pursued	Ongoing	Metro Council and Executive Director

- Accomplished/completed
- Work in progress
- Additional work needed

Stricken language = goal abandoned due to lack of funding