



**GRAND VALLEY METROPOLITAN COUNCIL**

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HUDSONVILLE • IONIA • JAMESTOWN TOWNSHIP • KENT COUNTY • KENTWOOD • LOWELL • LOWELL TOWNSHIP • MIDDLEVILLE • OTTAWA COUNTY • PLAINFIELD TOWNSHIP • ROCKFORD  
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**GVMC EXECUTIVE COMMITTEE**

**April 21, 2016**

**Noon**

**GVMC Offices**

- 1. Approval of Minutes – Attached**
- 2. 6-Month Finance Report**
- 3. At-Large Appointment – Attachment**
- 4. 10 Cents A Meal Program Resolution - Attachments**
- 5. The Center for Michigan - Community Conversation - Attachments**
- 6. Other**
- 7. Adjourn**

**Grand Valley Metro Council  
Executive Committee Meeting**

February 18, 2016

12:00 noon

Grand Valley Metro Council  
678 Front Ave. NW, Suite 200  
Grand Rapids, MI

**Minutes**

**Present**

Alex Arends  
Rosalynn Bliss  
Jim Buck  
Mike DeVries  
Brian Donovan  
Don Hilton, Sr.  
Alan Vanderberg  
John Weiss

Alpine Township  
City of Grand Rapids  
Secretary  
Grand Rapids Township  
City of East Grand Rapids  
Gaines Township  
Ottawa County  
Grand Valley Metro Council

**Absent**

Cy Moore  
Daryl Delabbio

Treasurer  
Kent County

**Other**

Abed Itani  
Gayle McCrath  
Jason Moore  
Chris Brown

GVMC  
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GVMC

**1. Call to Order**

Chair Al Vanderberg called the meeting to order at 12:15 p.m.

**2. Executive Committee Appointment**

The group reviewed past practice in appointing Executive Committee members: balancing county, city, township ratio; geographic representation, etc.

**MOTION - To Recommend to the GVMC Board the Appointment of Jack Poll of Wyoming to the Executive Committee. MOVE – DeVries. SUPPORT – Donovan. MOTION CARRIED.**

**3. At Large Appointment**

The group reviewed the three candidates: Barb Holt (The Rapid), Charlie DeVries (ITC), Karen McCarthy (Consumers Energy).

Discussion regarding the need for a specific appointment for a representative from The Rapid. The Transportation Audit stated a representative from Transit is recommended, but not mandated. It was noted that many GVMC representatives currently sit on the Board of the Rapid, allowing for substantial representation. The Rapid already holds a position on the Policy Committee which has authority over most Transportation decisions. It was also noted that there are various transit entities, and creating a specific appointment for just The Rapid could be problematic.

**MOTION – To Recommend to the GVMC Board the Appointment of Karen McCarthy and Charlie DeVries as At-Large Members. MOVE – Hilton. SUPPORT – Bliss. MOTION CARRIED.**

**4. Finance Report**

Chris Brown reported the GVMC general fund is doing well. Environmental Programs is growing and REGIS is financially strong.

**5. Single Source Project Report**

John Weiss explained the Single Source Project. GVMC members are being asked to voluntarily supply their zoning and planning information to create a single combined source. Transportation data such as system condition and capacity, as well as environmental data will be layered in the system.

**6. Other**

Brian Donovan suggested a ½ day kick start facilitated session regarding further collaboration, getting things out on the table & finding projects suitable for the Metro Council to collaborate on.

**7. Adjourn – 1:00 p.m.**

**MOTION – To Adjourn. MOVE – Arends. SUPPORT – Bliss. MOTION CARRIED.**

**Michaelyn (Micki) Benz**, is Vice President of Communications and Advocacy at Mercy Health Saint Mary's and serves as a liaison from the hospital to the community. In her prior role as Chief Development Officer for Saint Mary's (now Mercy Health), she developed and managed several major capital campaigns, raising \$62 million in philanthropy for the Wege Center, Lacks Cancer Center, and the Hauenstein Neuroscience Center. Prior to joining Saint Mary's, she served as First Vice President of Business Development for Michigan National Bank, which is now Bank of America. Mrs. Benz is committed to the local community and has volunteered actively for dozens of organizations and committees over the years, including her past positions as chair of boards of the Grand Rapids Area Chamber of Commerce, Grand Rapids Urban League, Leadership Grand Rapids, Grand Rapids Historical Commission, and Catholic Social Services. She currently serves as chair of the Pilgrim Manor Retirement Community board. Other board positions include the East Grand Rapids Library Commission, the Literacy Center of West Michigan board, and many others. She has received numerous awards including the Athena Award from the Greater Grand Rapids Area Chamber of Commerce and in 2014 was named one of five "Women of Achievement and Courage," by the Michigan Women's Foundation. She has been recognized as among the most influential women in West Michigan by both the *Grand Rapids Business Journal* and *Business Review*. An adjunct faculty member in the Master of Management program at Aquinas College, Mrs. Benz earned her undergraduate degree from the College of Mount St. Joseph on-the-Ohio and a master's degree in English from Loyola University of Chicago.

# RESOLUTION

## Resolution in Support of the 2016 School Aid SB 796 Section 31j 10 Cents a Meal

May 5, 2016

**WHEREAS**, as the Grand Valley Metropolitan Council is a council of 38 local governments representing over 700,000 people; and

**WHEREAS**, GVMC's Mission is to advance the current and future well-being of our metropolitan area by bringing together public and private sectors to cooperatively advocate, plan for, and coordinate the provision of services and investments which have environmental, economic and social impact; and

**WHEREAS**, School Aid SB 796 section 31j creates the 10 Cents a Meal pilot program in prosperity regions 2, 4, and 6; and

**WHEREAS**, the 10 Cents a Meal program would support school districts in the purchase of locally-grown fruits and vegetables for use in school lunches, with meal reimbursements up to 10 cents a meal; and

**WHEREAS**, the project's goals are to improve daily nutrition and eating habits for children through the school setting and to invest in Michigan agriculture and related local food business economies; and

**WHEREAS**, the project will benefit schools, children, farms and other local food businesses, as well as regional economies and Michigan as a whole.

**THEREFORE BE IT RESOLVED**, that the Grand Valley Metropolitan Council does hereby support School Aid SB 796 Section 31j – 10 Cents a Meal Program.

This Resolution declared adopted by the Grand Valley Metropolitan Council May 5, 2016.

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John W. Weiss  
Executive Director  
Grand Valley Metropolitan Council

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Al Vanderberg  
Chairperson  
Grand Valley Metropolitan Council

# 10 Cents a Meal for School Kids & Farms: State Pilot Project Overview

**Project Description and Goals:** *10 Cents a Meal for School Kids & Farms* is a pilot project to:

- Provide schools with a match up to 10 cents per meal to purchase Michigan fruits and vegetables.
- Improve daily nutrition and eating habits for children through the school setting.
- Invest in Michigan agriculture and related local food business economy.

**History of Success:** Builds on a pilot in seven school districts in northwest Lower Michigan.

- 142% average annual increase in spending on locally grown fruits and vegetables.
- 25 different fruits and vegetables from 36 different farms – farm direct, farm co-op, distributor.
- Learned: Provides stable funding for schools to try new products; farms to plan for stable markets.

**Why the Time is Right for a Michigan Pilot Project:**

- New USDA standards require more and greater variety of fruits, vegetables, legumes.
- School food service directors want to purchase more local fruits and vegetables (MSU surveys).
- Michigan farmers also interested in school markets. Perfect for diverse fruits, vegetables, legumes.

**Pilot Locations:** Prosperity Region 2, Region 4 and Region 6

- Existing pilot region included and expanded to build stability, momentum and long-term experience.
- Two additional regions in the state added, for more geographic and school-size diversity.
- Greatest concentration of schools already familiar with farm to school, so well-suited to test model.
- Strong concentration of farmers, distributors, food hubs to support supply.

**Process:** Competitive grants for districts within those three Prosperity Regions. Schools receive match reimbursements of up to 10 cents a lunch, with receipts required to show the money spent on whole or minimally processed Michigan grown fruits, vegetables and legumes.

**Number of Students Targeted as Likely for Participation:** 86,000

**Total State Budget Cost:** \$500,000

**Percent of budget for school purchasing of MI Ag Products:** Approximately 85%

**Percent of budget for administration, data collection, evaluation, reporting:** Not to exceed 10% for Prosperity Region offices and not to exceed 6% for MI Department of Education.

**State Departments Involved:** Dept. of Education (lead), Dept. of Ag and Rural Development (support).

**Expected outcomes and related measurements:**

#### Agricultural Economic Development

- *Outcomes:* Farmers and related businesses (e.g. distributors, processors) see an increase in market opportunities and income generation through sales of Michigan/local products to school districts.
- *Measures:* Total dollar amount and number of different Michigan fruits and vegetables purchased by schools, number of businesses impacted; percent of total food budget spent on Michigan foods.
- *Sources:* Purchasing data collected for the project, surveys of school food service directors.

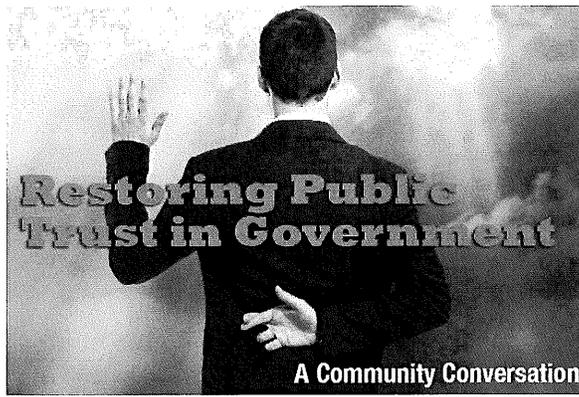
#### Children's Nutrition and Readiness to Learn

- *Outcomes:* Students access a variety of healthy Michigan-grown foods through schools and increase consumption of those foods.
- *Measures:* Number of students exposed to local fruits and vegetables at schools; variety of products served; new items taste-tested and/or placed on menus; increased willingness to try new foods.
- *Sources:* Purchasing data collected for the project; MDE meal count and enrollment numbers; school menu calendars; surveys of school food service directors.

**Status:** Passed Wednesday, March 23, 2016 by the Senate Appropriations K-12, School Aid, and Education Subcommittee, chaired by Sen. Goeff Hansen, R-Hart. Initiated by Sen. Darwin Booher, R-Evart.

**Quote:** "I am pleased that the Senate K-12 budget included funding for the 10 cents a meal pilot project," said Sen. Darwin Booher, R-Evart. "The funds will be used to provide schools with a match up to 10 cents per meal to purchase Michigan fruits and vegetables. This will improve our children's nutrition and also support Michigan farmers and the local food business economy."

**Working Group Supporting This Initiative:** Groundwork Center for Resilient Communities; MSU Center for Regional Food Systems; Healthy Kids, Healthy Michigan. Contact: Diane Conners, [diane@groundworkcenter.org](mailto:diane@groundworkcenter.org)



Please join us for a **Community Conversation** about  
**Restoring Public Trust in Michigan's State Government**

This is your opportunity to participate in a non-partisan discussion on how to make Michigan's Government work better for the people of Michigan. Topics will include state government services, management of the public purse, and oversight of Michigan's political system.

We invite you to join us to share thoughts, insights, and ideas!

**This Conversation is sponsored by The Center for Michigan.**

**WHEN: 8:30 a.m. - May 5, 2016**

**WHERE: GVMC Board Meeting  
Kent County Commission Chambers**

Community meetings just like this are **happening all over Michigan**.  
Make sure your voice is heard.

For more information call 734-769-4625 or visit [thecenterformichigan.net](http://thecenterformichigan.net).



*Community Conversations are presented by The Center for Michigan, a 501(c)3 nonprofit, non-partisan organization working throughout the state to amplify the voices of ordinary citizens and find common ground solutions for a more prosperous future. Please visit [www.thecenterformichigan.net](http://www.thecenterformichigan.net) for more information.*



Find us on Facebook at <https://www.facebook.com/thecenterformichigan/>  
or follow us on Twitter and Instagram at @CenterforMI



## **“Restoring Public Trust in State Government” Community Conversations: FAQs**

### **Q: What are Community Conversations?**

A: Community Conversations are statewide, townhall-style public engagement meetings facilitated by the Center for Michigan. The Center is a 501(c)(3) nonprofit and nonpartisan organization. This is our seventh statewide public engagement campaign since 2007. If you choose to participate in this round of Conversations, you join more than 40,000 Michigan residents so far who have participated in this form of citizenship! The goal of this round of Community Conversations is to gather Michigan residents’ thoughts, ideas, opinions and priorities about their barriers to trusting state government, as well as ideas for improving their trust. Topics will include government services, the public purse and taxes, and the political system.

### **Q: What topics will be covered in the Restoring Public Trust Conversations?**

A: In this round of Community Conversations, we’ll be discussing the three basic roles of state government: providing services, managing the public purse, and overseeing Michigan’s political system.

### **Q: Do these Community Conversations make a difference?**

A: Yes! State leaders are listening. The findings of Community Conversations have provided public momentum for state leaders to:

- Approve of the nation’s largest expansion of public preschool, 2 years running
- Institute tougher teacher certification tests
- Approve deeper investment in the “Pure Michigan” marketing campaign
- Reform state business taxes
- Create reforms to save taxpayers \$250 million in state prison costs
- Stop the erosion of traditional 180-day school calendar

### **Q: Who are the key audiences for this round of Community Conversations?**

A: In this round of discussions, it’s extremely important to hear from all Michigan residents of voting age.

### **Q: What is expected of a Conversation host?**

A: Conversations hosts need only to choose the time, date, location, and module of their Conversation, and invite 20-50 people to participate. (The average size of a Conversation is 22 people.) A moderator from the Center for Michigan will then lead the discussion, collect both quantitative data with clicker devices and qualitative data from notes taken during the discussion. This data will be part of the final report for state leaders, but will also be shared with the host to use locally. The Center for Michigan will provide you with many tools to help invite participants, including an RSVP link, a sample invitation letter, a one-pager about the Conversation, a flyer, and sample social media posts.

### **Q: What is the timeframe for the Restoring Public Trust Conversations?**

A: These Conversations will take place across Michigan from March 28 through the end of 2016.

### **Q: After these Conversations, what’s next?**



A: The goal of this round of discussions is to determine what state residents know, want, fear, feel hopeful about, and prioritize when it comes to trust in our state government. We will be gathering input from more than 5,000 Michigan residents on both the barriers and potential solutions for improving their trust. A final report of Michigan residents' largest concerns regarding trust in state government, and their preferred ideas for improvement, will be shared with our state's leaders in early 2017. Additionally, Bridge Magazine reporters will investigate models for acting upon the top priorities identified by Conversation participants, and will publish stories about these potential solutions. The Center will use the findings of the report and the reporting of Bridge to amplify public views to those in power.

**Q: Where can I get more information?**

A: Visit the Center's website, [www.thecenterformichigan.net](http://www.thecenterformichigan.net), check out our Facebook page, <https://www.facebook.com/thecenterformichigan>, or follow us on Twitter and Instagram, @CenterforMi.



## Community Conversations 2016-2017 Host FAQ & Community Conversation Overview

### Who?

The Center for Michigan, a nonprofit, nonpartisan think-and-do tank, strives to be the state's "Citizenship Company."

We never endorse specific policies, political parties or candidates for office. Instead, we pledge to serve as your bullhorn to our state's leaders.

Our work is supported by many of Michigan's leading foundations, businesses and individuals.

### What?

Community Conversations are one of The Center's leading "products." Since 2007, more than 40,000 Michigan residents have participated in six Community Conversation campaigns. ***Michigan's elected leaders are listening.*** The findings of Community Conversations were the focus of the only televised debate between the two major candidates in the 2010 race for governor. And reports from previous Community Conversations provided public momentum for state leaders to:

- Approve the nation's largest expansion of public preschool.
- Institute tougher certification tests for new teachers.
- Approve deeper state investment in the "Pure Michigan" marketing campaign.
- Reform state business taxes.
- Institute reforms to save taxpayers \$250 million in state prison costs.
- Stop the backslide of the traditional 180-day K-12 school year.

Beginning in March 2016, the Center will be touring the state to ask Michigan residents about their ideas, priorities, and insights for making our state government work better.

This non-partisan discussion offers residents an opportunity to share their specific feedback about barriers to trusting state government, as well ideas for what it will take to improve and restore trust.

### Where and When?

From March 2016-December 2016, the Center will hold more than 100 conversations in communities across the state, from Port Huron to the Upper Peninsula to Benton Harbor.

The Center aims to ensure that Community Conversation participants fully represent the population of Michigan.

### Why?

The Center will engage thousands of people across Michigan in these discussions. Participants will have the opportunity to learn more about many of the key issues impacting our state's job market today, and will be able to share their experiences, priorities, wants, fears and hopes related to getting a job in Michigan.

**The Center for Michigan believes that your voice matters**—and we plan to take the priorities we hear most often in these discussions and amplify them to state leaders.

### Interested in Hosting?

Email the Engage Team at [engage@thecenterformichigan.net](mailto:engage@thecenterformichigan.net) or 734-926-4285 to schedule a conversation in your community!

For more information visit [www.thecenterformichigan.net](http://www.thecenterformichigan.net)



[#MIVoice](https://www.facebook.com/thecenterformichigan/@CenterforMI)



Dear Community Partner,

Public trust in our state government is low.

Public opinion polls, such as IPPSR's annual State of the State Survey, show that the Michigan public's trust in our state government has been dwindling for years. Crises in some of our largest cities have further eroded public trust in the state government's ability to represent the needs of our communities. We'll be electing national, state, and local leaders in November, and some Michigan residents are raising questions about how much their vote matters when partisanship and special interest groups have so much influence on our leaders.

In the Center for Michigan's current public engagement campaign, your voice DOES matter. We will be gathering feedback on the biggest barriers to trust in government, ideas and priorities for actions that would help restore trust, as well as examples of current government programs or initiatives that help improve trust. Where we find common ground among the problems and potential solutions shared in Community Conversations across the state, we will amplify these ideas to state leaders, so they know what it will take for them to improve or restore public trust in government.

These "**Restoring Faith in Michigan's Government**" Community Conversations will launch in March 2016, and will be the seventh round of statewide Community Conversations facilitated by the Center for Michigan. Beginning in 2007, the Center for Michigan, a 501(c)(3) nonprofit and nonpartisan organization, has spoken with more than 40,000 Michigan residents in community conversations across the state. And elected leaders are listening. The findings of Community Conversations have provided public momentum for state leaders to:

- Approve of the nation's largest expansion of public preschool, 2 years running
- Institute tougher teacher certification tests
- Approve deeper investment in the "Pure Michigan" marketing campaign
- Reform state business taxes
- Create reforms to save taxpayers \$250 million in state prison costs
- Stop the erosion of traditional 180-day school calendar

In this round of conversations, the Center will meet with 3,000 Michigan residents and gather input on what would improve trust in Michigan's government. **And we need your help!**

We're looking for community leaders who can bring together 20-50 people for these critically important conversations. Many organizations like yours have used Community Conversations as part of annual conferences, monthly meetings, and employee retreats. Best of all, we bring you this interactive citizenship opportunity **free of charge**. If you want to help improve Michigan's political system, **please call us today at 734-926-4285 or email us at [engage@thecenterformichigan.net](mailto:engage@thecenterformichigan.net) to book a community conversation!**

**We hope to have the chance to work with you!**

Sincerely,

Phil Power  
Chairman

John Bebow  
President & CEO

Amber DeLind  
Engagement Strategy Director