

**MINUTES
CITY OF FARMINGTON HILLS
ECONOMIC DEVELOPMENT CORPORATION
November 19, 2014 – Regular Meeting**

The Economic Development Corporation of the City of Farmington Hills held its Regular Meeting on Wednesday, November 19, 2014, in the Community Room at City Hall. Chairman Anhut called the meeting to order at 8:00a.m.

Members present: Anhut, Brock, Elliott, Gatewood, Hartsock, Jacknow, Marcellino and Sarafa

Members absent: Johnson

Also present: Assistant to the City Manager Geinzer and Madhu Oberoi, Interim Economic Development Director

APPROVAL OF AGENDA

MOTION by Sarafa, support by Marcellino, to approve the agenda as published.

Motion carried unanimously.

APPROVAL OF MINUTES

MOTION by Brock, support by Hartsock, to approve the meeting minutes of October 15, 2014 as published.

Motion carried unanimously.

CHAIRMAN'S REPORT

Chair Anhut introduced Dan Irvin, new chairperson of the Greater Farmington Area Chamber of Commerce. He deferred the Chairman's Report to Assistant to the City Manager Geinzer.

NEW BUSINESS / OLD BUSINESS

NATE GEINZER – GEORGETOWN PROJECT

Mr. Geinzer spoke about the Georgetown University Energy Prize. He explained that the Greater Farmington Community has been selected as one of 52 quarter finalists to compete for \$5 million in the Georgetown University Energy Prize (GUEP) competition. Mr. Geinzer said this was a two-year competition for reduction in municipal and residential energy use over the two-year period; eligible cities and counties in the U.S. must have a population from 5,000 to 250,000; judging will be based on reductions in energy use, innovation of approach, quality of community outreach, sustainability, and replicability. This will provide a national distinction among energy efficiency-focused communities.

Mr. Geinzer explained that to keep the playing field relatively level, and keep measurement manageable, GU chose to exclude a number of areas from the competition – including commercial, industrial, and transportation energy consumption.

Mr. Geinzer discussed various aspects of the plan, and focused on areas where the Economic Development Corporation may be able to help. He said the Greater Farmington Community is now in the final 10 of 53 communities. He spoke about the cooperative effort between Farmington, Farmington Hills and the Farmington Public Schools. Some competitors in Michigan are Holland and Houghton County. Mr. Geinzer said he feels fairly confident, and that it is possible that the prize winner could come from the Midwest. He said Farmington, Farmington Hills and the FPS could be positioned well to win due to the makeup of the area.

Mr. Geinzer discussed the time line. He said they were done with the application phase, as well as the quarterfinals energy efficiency plans; and have now entered stage three, the semifinals performance competition (January 2015 through December 2016). This will be followed by stage four, the finalist selection, judging and awards (January through June 2017). He said that Farmington Hills is the only community that has both Consumers Energy and DTE. He spoke about the important data that can be obtained through these two utilities.

Mr. Geinzer explained the competition scoring, which included factors such as performance, innovation, potential for replication, likely future performance, equitable access, community and stakeholder engagement education, and continual reductions in the per capita energy consumed from local natural gas and electric utilities.

Mr. Geinzer discussed the plan's focus on education and engagement, communities and micro communities; and communication. He recalled the Better Buildings Program, and that the number one reason people seek improved energy efficiency is for home comfort. He said they will be focusing upon the community-wide benefit to making these energy-related investments, and the significant prize money of \$5 million and how it can be used. Regarding incentives, he said it has to be a behavioral change and a personal decision to make the investment; along with the substantial pride in having community win the competition. Mr. Geinzer said they were currently involved in the communication aspect.

Regarding how to fund involvement in the competition, Mr. Geinzer said sponsorships were an important factor; and grants have been provided by the Bosch Community Fund and the Joyce Foundation. He spoke about the \$100,000 grant provided by Bosch for over three years, which helped fund bringing on board a STEM (science, technology, engineering and math) coordinator, to work with the schools. Other high points were program/curriculum development, STEM summer camps (middle school high school), Other Youth Engagement (Earth Day) and match them with Job Shadow/Coaching.

Regarding employer outreach, Mr. Geinzer spoke about targeting the largest employers in the community; utilizing existing employer-based marketing channels; lunch and learn events; home energy audits or other eligible programs (employees could sign up for a \$99 audit—typically \$300-\$500 for a home); and that other utility-based programs will be promoted. He emphasized the need to harness the opportunities employers have to connect with their employees.

Mr. Geinzer discussed communicating with community congregations and neighborhoods; education and engagement events; congregation participation competition; neighborhood associations, etc. He said they are brainstorming ways to spur some neighborhood parties where food and competition information could be shared that would provide an environment for people to network and learn about the competition.

Mr. Geinzer explained the current communication efforts that includes the City's website; a monthly column in the newspaper; a monthly e-newsletter; Rec Programs (42,000 homes); Farmington Water Bills (4,000); Energy Smarts (DTE Magazine/E and Print); and a Save the Date for a January 14th Kickoff Event. He said

community feedback is vital, and so far, 300 respondents can responded to a survey at www.sustainablefh.com to help the Project Team build the winning plan. Printed surveys are also available at Farmington Hills City Hall, Farmington City Hall, the Costick Center, and both branches of the Farmington Community Library.

Mr. Geinzer said with everyone's help, the communities can win the Georgetown University Energy Prize and position the communities among the most sustainable and energy efficient areas in the U.S.

Chair Anhut asked how the results would be measured.

Mr. Geinzer said at each stage of the competition, communities will need to submit well-prepared materials that show where and how they are engaging with their local government and utilities, describe the nature of their energy-saving programs, etc. He said the data provided by DTE and Consumers Energy will include our four primary zip codes, and deploy municipal and residential data and one aggregate number for each. He said that will provide the base line; each quarter there will be a usage update, to upload on Georgetown University's dashboard to know how we fare against the competition.

Discussion took place regarding energy usage. Mr. Geinzer said for every degree reduced, it is a 3-5% reduction.

Chair Anhut said this was important, and people should be made aware that reduction in energy usage means an increase in savings.

Mr. Geinzer said he hoped to share the information on Channel 8.

Discussion took place regarding energy efficiency ideas for the community. Mr. Geinzer said simple measures such as caulking windows can provide a 10% reduction in energy loss.

Discussion ensued regarding criteria and capturing data, and the similarity to energy star portfolio manager. Mr. Geinzer said it is a percentage reduction over time in quarters. There will be a judging panel, a Georgetown official and some peers across the country. Discussion was held regarding the competition scoring.

Mr. Sarafa spoke about the value of the recent upgrades made at the bank, i.e. changing the HVAC system, 60% of the windows, the light bulbs were all changed, etc.

Ms. Gatewood said 90% of education programs are one on-line. She wondered about the online component for getting the word out.

Mr. Geinzer said they have the e-newsletter; and are trying to use other channels, such as the COHA newsletter, the Focus direct mail piece, City's Facebook page, and the FPS Facebook page. He said they have not yet looked at a google marketing program, and the budget is not finalized yet.

Discussion took place regarding ideas for the promoting the competition.

Chair Anhut this could be a productive mechanism to help bind the communities. He referred to Illuminating Concepts in Farmington Hills.

Mr. Marcellino said he would share the information with HR at Botsford Hospital; and look into sharing the information on their newsletter.

Mr. Elliott said he would look into getting information regarding business property owners.

Mr. Geinzer said the Post Offices were not involved, only municipal buildings, schools, and businesses.

Discussion continued regarding the recent school bond issue and the timing of potential improvements.

Mr. Irvin offered to include information in the Chamber newsletter.

Discussion took place regarding houses of worship; an ambassador program; and making cold calls.

Chair Anhut thanked Mr. Geinzer for his presentation.

**GUEST: DANIEL IRVIN
GREATER FARMINGTON AREA CHAMBER OF COMMERCE**

Chair Anhut welcomed Mr. Irvin to the Economic Development Corporation.

Mr. Irvin thanked the Economic Development Corporation and spoke briefly about some recent changes made since he recently began at the GFACC.

COMMITTEE REPORTS:

Ms. Gatewood said things were going well in terms of her businesses.

Ms. Jacknow said her business was involved with ways to effectively deal with the Affordable Care Act.

Mr. Elliott commented that the Arboretum recently sold and improvements were being made at the complex. One building may be under contract. There is sustained activity in real estate.

Discussion took place regarding Dan Gilbert and rentals in Detroit going for \$150 a square foot.

Mr. Geinzer commented about the Grand River Corridor Improvement Authority. He said at the next City Council meeting will be the adoption of a TIF plan; there are two opt-outs: Oakland County and Huron Metro Parks; but Oakland County will opt back in when the contract is negotiated. Also a master's proposal regarding the Rouge River reactivation was being submitted.

City Manager Brock thanked those in Farmington Hills and Farmington who voted on the road millage. He said it was a win by 54% though, and times are tough, so the City will invest wisely.

TREASURER'S REPORT

MOTION by Hartsock, support by Sarafa, to accept the financial report for October, 2014, as published.

Motion carried unanimously.

Chair Anhut wished the Economic Development Corporation a Happy Thanksgiving and said the next EDC meeting was scheduled for December 17, 2014.

ADJOURNMENT

There being no further business, Chairman Anhut adjourned the meeting at 8:55 a.m.

Respectfully submitted, City Manager Steve Brock
Secretary, Economic Development Corporation

cgray/pbs/shared/boards and commissions/edc/2014/ regular meeting minutes/11-19-14