Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors

August 4, 2003

7:30 – 9:00 AM Ann Arbor DDA 303 Detroit Street Ann Arbor, MI

Members Present: John Gawlas, Mike Reid, Chris Ballman, Steve Pierce, Mickey Katz-Pek, Rob Risser

Members Excused: Chris Easthope; Maria Thompson

Members Absent:

Staff Present: Susan Lackey - WDC, Chuck Salley - IT Zone, Susan Pollay - Ann Arbor DDA

Call to Order: Rob Risser called the meeting to order at 7:35 AM. A quorum was present.

Minutes: Minutes of the June meeting were presented. It was moved by Katz-Pek, seconded by Ballman, "To approve the Minutes of the June 2003 meeting as presented." Motion carried without dissent.

Review/Prioritization of Metrics: This item was tabled pending completion of the 'Elevator pitch'.

Elevator Pitch: Extensive discussion of the 'elevator pitch' ensued, with debate over whether the pitch should be a general statement of why the LDFA/SmartZone is necessary and important to the people of the Ann Arbor/Ypsilanti area, vs. an encapsulation of what the SmartZone intends to achieve. A consensus appeared to develop around the issue of 'why' rather than 'what'. Mike Reid offered to work with Lackey to finalize a second draft.

City Council Appointments: Neither City has completed action on new appointments. The Nominating Committee was asked to meet and develop a list of potential candidates to be forwarded to the Councils to assist them in their task. This meeting will be scheduled as quickly as possible.

It was moved by Pierce, seconded by Katz-Pek: "To adjourn the meeting at 8:40 AM". Motion carried without dissent.

Respectfully submitted,

MEETING SCHEDULE (Revised)

ANN ARBOR/YPSILANTI SMARTZONE 2003 – 2004

July 11	Retreat (location TBD)	7:30 – 2:00
August 6	Ann Arbor	7:30 – 9:00
September 4	Ypsilanti	12:00 – 1:30
October 1	Ann Arbor	7:30 – 9:00
November 6	Ypsilanti	12:00 – 1:30
December 3	Ann Arbor	7:30 – 9:00
January 8	Ypsilanti	12:00 – 1:30
February 4	Ann Arbor	7:30 – 9:00
March 4	Ypsilanti	12:00 – 1:30
April 7	Ann Arbor	7:30 – 9:00
May 6	Ypsilanti	12:00 – 1:30
June 2	Ann Arbor	7:30 – 9:00

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors

September 2, 2003

12:00 – 1:30 PM Ypsilanti DDA 34 N. Washington Ypsilanti, MI

Members Present: John Gawlas, Mike Reid, Chris Ballman, Steve Pierce, Mickey Katz-Pek, Rob Risser

Members Excused: Chris Easthope; Maria Thompson

Members Absent:

Staff Present: Susan Lackey - WDC, Chuck Salley - IT Zone, Jennifer Goulet, Ypsilanti DDA

Call to Order: Rob Risser called the meeting to order at 12:20 PM. A quorum was present.

Minutes: Minutes of the August meeting were presented. It was moved by Pierce, seconded by Gawlas, "To approve the Minutes of the August 2003 meeting as presented." Motion carried without dissent.

Annual Report Draft: The Annual Report Draft was reviewed, and minor revisions suggested. A final draft will be distributed, with comments taken and a final approval by the Chair. It was moved by Pierce, seconded by Reid, "To approve the Annual Report subject to final review by the Chair." Motion carried without dissent.

Elevator Pitch: Reid indicated that recent (and well understood...ed.) computer virus attacks had prevented him from providing members with his comments and thoughts on the elevator pitch. He will provide these to the members prior to the October meeting, and this item will be discussed then.

Nominating Committee: Reid presented the report of the Nominating Committee. Three vacancies exist currently, one from Ypsilanti and two from Ann Arbor. The Nominating Committee hopes to present a list of recommendations to each Council for their review and deliberation. The Committee agreed to recommend the City of Ypsilanti fill the vacant seat with Richard King, Director of Region 15 Small Business Technology Development Center. Contacts have been made with several other individuals regarding the Ann Arbor vacancies, and recommendations will be made not later than the October Board meeting.

Survey: During the summer months, a WDC Intern conducted a survey of entrepreneurial companies on behalf of the SmartZone. This survey was distributed. An executive summary will be developed by Susan Lackey, with actionable items. Additionally, Intern Betty Law has been asked to attend the October meeting and present her findings.

It was moved by Katz-Pek, seconded by Gawlas: "To adjourn the meeting at 1:25 PM". Motion carried without dissent.

Respectfully submitted,

ANN ARBOR - YPSILANTI SMART ZONE

Local Development Finance Authority Board of Directors Meeting Minutes Wednesday, October 1, 2003 7:30-9:00 a.m. 303 Detroit Street, Suite 303

Members Present: Chris Ballman, John Gawlas, Mickey Katz-Pek, Rob Risser, Steve Pierce, Mike Reid

Members Excused:

Staff Present: Chuck Salley (IT Zone), Betty Law (WDC Intern), Susan Pollay (Ann Arbor DDA)

Call to Order: Mr. Risser called the meeting to order at 7:50 a.m., although a quorum was not present.

Annual Report. It was asked that that the summary statement be rewritten slightly for clarity, perhaps including mention of biotech firms not being included. But overall the material looked good.

Survey. WDC intern Betty Law distributed the results of the Technology Survey conducted by the WDC this summer. Ms. Law said that 38 replies were received out of 295 firms selected from the WDC database; representing a 13% response (10% or more is considered significant). Most respondents were from Ann Arbor, had fewer than 50 employees, and identified their main business as software development. Survey factors included projected employment growth, and start up and current financing information. The group noted that the definition of personal funds, banks, venture capital etc. were not clearly defined, and thus may have been interpreted differently. Mr. Risser said he thought it significant that many were aware of the MEDC grant program but few believed it was helpful. Ms. Katz-Pek said that was because the program wasn't relevant to biotech firms who may have participated in this survey but looked to other sources of funding. Also it was pointed out that some firms had received grants but turned them down for reasons including high interest rates and the possibility the State could veto their selection of company president. Ms. Katz-Pek said she thought it interesting to note how few were aware of SBIR; more could be done to publicize it.

Minutes: Mr. Reid entered. A quorum was reached. Mr. Risser officially called the meeting to order and asked for a vote on the September board minutes. Ms. Katz-Pek made a motion to approve the minutes, seconded by Mr. Risser. The minutes were unanimously approved. Mr. Reid noted that Chris Easthope had officially ended his term earlier this summer and that Maria Thompson had tendered her resignation, thus neither was still on the board. Mr. Pierce entered.

Survey (continued): It was asked if it were possible for respondents to say that they were not aware of the SBIR and to also say that it wasn't helpful; Ms. Law said that this was possible. Mr. Risser asked if respondents indicated that finding funding was one of their biggest challenges; Ms. Law said yes. There was discussion about generating publicity, including the value of trade shows, and that there was need for greater visibility than merely a regional presence. Ms. Law outlined additional survey results including areas for improvement, which included not seeing enough state/local government support for businesses. Mr. Reid said that he thought that the questions should have had a follow question – "compared to what", as traditionally business communities never feel that government is as supportive as it could be. Ms. Katz-Pek said that she thought there was room to grow in terms of lobbying at a state level, and she asked how we might create a sense of greater urgency about support for this sector. It was noted that now was an opportune time to lobby at a state level. Mr. Reid said that he thought the survey results might be helpful to the

ITZone/Launchpad. Mr. Salley agreed that this was informative. Ms. Katz-Pek suggested that perhaps a program on the SBIR might be presented at the IT Zone so as to encourage more applications. Mr. Risser said that long term it would be valuable to bring a regional SBIR conference to Washtenaw County. Ms. Ballman thanked Ms. Law for her work on this project. Mr. Risser said that overall he felt that the survey findings were right, given what he was able to see, and he also thanked Ms. Law for her work, saying this was good food for thought.

Elevator Pitch: Mr. Reid presented his "elevator pitch," saying that he wrote it for the widest audience about why this effort was important. After many drafts he had distilled it down to what he described as a "three story elevator ride." Short and to the point, with room for follow up questions. Ms. Katz-Pek thanked Mr. Reid for taking time to write this, saying that this was very helpful. There were several suggestions for wording changes. Mr. Salley suggested that the substance was solid and that each person modify it as necessary. Ms. Katz-Pek asked how this could be leveraged, e.g. could Ms. Lackey use this at a Chamber breakfast. Mr. Gawlas asked if now was the time to go to the press to push for stories. Mr. Salley said that it may be premature, as we want to be able to point to some success stories and companies are still working their way through the process. It may be 12 months before we're ready. Mr. Risser suggested that work could be done to shape a marketing strategy with several stories prescripted for the press. Some story ideas could include the community benefits generated by these businesses such as the taxes paid and/or the square footage of office space utilized by these firms at a time when office vacancies might be a problem. It was also suggested that a Frequently Asked Question list should be developed to help answer questions. Mr. Risser asked everyone to review the elevator pitch and think about what questions might be included on this FAQ sheet.

After some discussion it was agreed that the following would be added to future meeting agendas for discussion and development:

- Frequently Asked Questions about the Smartzone/LDFA.
- Newspaper/Media/P.R. Campaign

Request for Advance: Mr. Salley reported on the funding request for the quarter, and explained that allocations were changed in a couple categories. Mr. Reid said that he appreciated the need for flexibility but that he was uncomfortable with budgets that provided too much wiggle room. He said he didn't mind being over or under budget in various areas and that as we move forward he hoped we would be able create a budget that reflected reality that we could hold with. Mr. Salley gave a short history of how the current budget had been created, and agreed that with 6-12 months of experience behind us we now know much more than we did. However, he cautioned the group that circumstances may continue to change in ways that can not always be predicted. Mr. Salley was asked about tenant leases and he explained that some have one year leases and some are month-to-month.

Upon motion by Mr. Gawlas with a second from Mr. Reid the motion was approved. This request would be provided to Ms. Brenda Smith, City Finance Director to forward to the State for funding.

Upon motion from Mr. Gawlas with a second from Mr. Reid, it was unanimously agreed to adjourn the meeting at 9:00 am.

Respectfully submitted Susan Pollay, acting recording secretary

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors November 7, 2003

12:00 – 1:30 PM Washtenaw Development Council 3135 S. State Suite 205 Ann Arbor, MI 48108

Members Present: John Gawlas, Mike Reid, Chris Ballman, Steve Pierce, Jeff Kaczmarek,

Members Excused: Mickey Katz-Pek, Rob Risser

Members Absent:

Staff Present: Susan Lackey - WDC, Chuck Salley - IT Zone,

Call to Order: Mike Reid called the meeting to order at 12:15 PM. Jeff Kaczmarek of the MEDC was introduced as the new ex-officio board member.

Elevator Pitch: An elevator pitch (attached) was distributed and reviewed. This will be an evolving document, as the SmartZone itself evolves, but provides a point of beginning for discussion.

Nominating Committee: John Gawlas has confirmed that the Mayor of Ypsilanti will be asked to appoint Richard King to the Ypsilanti vacancy, while reappointing John to a full term. Mickey and Rob will be contacting Tom Kinnear and Mike Korabalski regarding their willingness to serve.

Meeting Schedule: Board members expressed a preference for moving to a quarterly schedule. This will be confirmed at the January meeting. With a quarterly schedule, the board could focus on governance issues, allowing the various staffs to focus on implementation.

FAQ's: An initial FAQ summary was developed, with proposed responses to be developed for the January meeting. A general outline of a web site will also be developed for review at that time.

Drafted by:

Budget to Tax Increment: Lackey presented a proposed budget for the 2003/2004 tax increment, for \$80,000. Changes in the economy and timing of new construction resulted in a lower-than-anticipated increment for this year. A great deal of discussion ensued about sustainability for the Accelerator initiative. Board members asked that Lackey and Salley provide a sustainability budget for the Accelerator, along with proposed application of LDFA revenues, for a period to extend through 2006.

Accelerator Relocation: Salley indicated that the ITZone was still having discussions with the MITC regarding its relocation to the MITC building in total or in part. A final decision on this is in part predicated on the ability to extend the LDFA to allow for expenditures in this location.

Revision to LDFA Boundaries: Lackey presented a discussion of revised boundaries for preliminary consideration. While the legal steps necessary to extend the boundaries are clear, the actual structure of the tax increment financing plan for this is somewhat unclear, as is the willingness of the City and the State Treasurer to entertain expanded boundaries at this time. Further discussion was delayed until a better understanding of the budgetary implications is available.

Next Meeting/Adjournment: Members agreed that a May meeting would be necessary to accommodate the agenda of the LDFA. This meeting was set for May 6, 11:30 AM at the offices of the Washtenaw Development Council. It was moved by Mason, seconded by Pierce, "To adjourn the meeting." Motion carried unanimously.

Respectfully submitted,

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors

January 8, 2004

12:00 – 1:00 PM Washtenaw Development Council Conference Room 3135 S. State Ann Arbor, MI

Members Present: Rob Risser, John Gawlas, Mike Reid, Chris Ballman, Steve Pierce, Jeff

Kaczmarek

Members Excused: Mickey Katz-Pek

Members Absent:

Staff Present: Susan Lackey - WDC, Chuck Salley - IT Zone

Call to Order: Mike Reid called the meeting to order at 12:10 PM. After a review of the by-laws, it was determined that a quorum was present.

Minutes: Minutes of the October and November meetings were presented. The November minutes were revised to remove references to meeting as 'committee of the whole' as it was determined that a quorum had been present. It was moved by Pierce, seconded by Gawlas, "To approve the Minutes of the October and November 2003 meetings as amended." Motion carried without dissent. (Chair Risser entered at 12:15 PM)

Nominating Committee: Risser indicated that he had spoken with Mike Korybalski who had expressed a willingness to serve. Tom Kinnear has not yet been formally contacted, although informal discussions have indicated an interest in considering an appointment. John Gawlas and Steve Pierce indicated they would work toward finalizing the Ypsilanti appointments at the final meeting in January. Mike Reid indicated he would confirm whether or not an official Council nominating form was required.

Accelerator Advance: Salley presented his request for funding for the period January – March 2004, noting that only two more quarters remain of this grant, and that state financial considerations make it unlikely that it will be extended. Risser noted that the numbers of new clients, investments and other metrics were progressing more rapidly now that the program was established. Lackey noted that the City of Ann Arbor was working closely with a growing start up to provide creative and valuable incentive for them to grow in the City. It was moved by Reid, seconded by Ballman, "To approve the Advance request for the Accelerator, and forward it to the City of Ann Arbor." Motion passed unanimously.

Future Accelerator Funding: Risser noted that the next several months are critical for the Accelerator. Lackey indicated that the City of Ann Arbor currently holds about \$50,000 for the LDFA from TIF revenue. It is her goal for the next 30 days to meet with City staff to determine the trends surrounding the 'ramp up' in TIF dollars, as well as determine the steps necessary to shift that to LDFA use.

Risser indicated that this time provides opportunity to restructure the Accelerator activities along lines that are unique to Ann Arbor/Ypsilanti, if desired, and asked for a committee of Board members to meet with Chuck to review the Accelerator activity and discuss future plans. This committee will report back to the Board not later than the April, 2004 meeting. He then appointed Mike Reid and John Gawlas, along with himself (Risser) to the committee. Salley will coordinate a time for all to meet.

FAQ's/Elevator Pitch: Lackey asked that members review the FAQ's to ensure that they are useful to lay people. Reid requested that the FAQ's and Elevator Pitch be reproduced in a laminated form for Councils for their early February meeting. She will also use this as part of the proposed 'SmartZone' web site. Steve Pierce indicated that his company, HDL, would agree to host the site.

Next Meeting: The next regularly scheduled meeting of the LDFA will be for April 7 at 7:30 AM at the Ann Arbor DDA. An interim meeting may be scheduled to recommend new Board members to the City of Ann Arbor.

It was moved by Reid, seconded by Pierce: "To adjourn the meeting at 1:27 PM". Motion carried without dissent.

Respectfully submitted,

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors

April 7, 2004

7:30 – 9:00 AM Ann Arbor Downtown Development Authority 303 Detroit Street Suite 303 Ann Arbor, MI

Members Present: John Gawlas, Mike Reid, Chris Ballman (via telephone), Steve Pierce, Richard

King, Jeff Mason

Members Excused: Mickey Katz-Pek

Members Absent: Rob Risser

Staff Present: Susan Lackey - WDC, Chuck Salley - IT Zone; Susan Pollay, Ann Arbor DDA

Others Present: Ken Nisbet, Ann Arbor ITZone/UM Office of Technology Transfer

Call to Order: Mike Reid called the meeting to order at 7:45 AM, and welcomed Richard King as the newest member from the City of Ypsilanti.

Minutes: Minutes of the January meeting were presented. It was moved by Gawlas, seconded by Mason "To approve the minutes as amended." Motion passed unanimously.

Treasurer: Reid noted that City of Ann Arbor staff had raised potential audit-related questions regarding an elected official serving as Treasurer of the LDFA, and authorizing release of funds. Based on this concern, he indicated his desire to resign this position effective immediately, in order to avoid even the appearance of a conflict. It was moved by Gawlas, seconded by Mason, "To accept the resignation of Mike Reid as Treasurer, and appoint Steve Pierce for the balance of the unexpired term." Motion passed unanimously.

Nominating Committee: Risser indicated that he had spoken with one candidate for nomination. John Gawlas and Steve Pierce indicated they would work toward finalizing the Ypsilanti appointments at the final meeting in January. Mike Reid indicated he would confirm whether or not an official Council nominating form was required.

Accelerator Advance: Salley presented his request for funding for the period from April – June 2004, noting that only one quarter remains of this grant. It was moved by Gawlas, seconded by Pierce, "To approve the Advance request for the Accelerator, and forward it to the City of Ann Arbor." Motion passed unanimously.

Procedures for Tax Increment Disbursement: Ms. Lackey presented a proposed procedure for distributing LDFA revenues when budgeted. This procedure has been discussed with City staff, and generally mirrors that which is currently used for the disbursement of MEDC grant funds to the Accelerator. It was moved by Gawlas, seconded by Mason, "To approve the procedures for tax increment financing disbursements as presented." Motion passed unanimously.

Budget to Tax Increment: Lackey presented a proposed budget for the 2003/2004 tax increment, for \$80,000. Changes in the economy and timing of new construction resulted in a lower-than-anticipated increment for this year. A great deal of discussion ensued about sustainability for the Accelerator initiative. Board members asked that Lackey and Salley provide a sustainability budget for the Accelerator, along with proposed application of LDFA revenues, for a period to extend through 2006.

Accelerator Relocation: Salley indicated that the ITZone was still having discussions with the MITC regarding its relocation to the MITC building in total or in part. A final decision on this is in part predicated on the ability to extend the LDFA to allow for expenditures in this location.

Revision to LDFA Boundaries: Lackey presented a discussion of revised boundaries for preliminary consideration. While the legal steps necessary to extend the boundaries are clear, the actual structure of the tax increment financing plan for this is somewhat unclear, as is the willingness of the City and the State Treasurer to entertain expanded boundaries at this time. Further discussion was delayed until a better understanding of the budgetary implications is available.

Next Meeting/Adjournment: Members agreed that a May meeting would be necessary to accommodate the agenda of the LDFA. This meeting was set for May 6, 11:30 AM at the offices of the Washtenaw Development Council. It was moved by Mason, seconded by Pierce, "To adjourn the meeting." Motion carried unanimously.

Respectfully submitted,

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors

May 6, 2004

11:30 – 1:00 PM Washtenaw Development Council 3135 S. State, Suite 205 Ann Arbor, MI

Members Present: John Gawlas, Mike Reid, Chris Ballman, Richard King, Mickey Katz-Pek, Rob Risser, Jeff

Mason

Members Excused: Steve Pierce

Staff Present: Susan Lackey, WDC; Susan Pollay, Ann Arbor DDA; Chuck Salley, Ann Arbor ITZone

Others Present: Ken Nisbet, Ann Arbor ITZone/UM Office of Technology Transfer

Call to Order: Mike Reid called the meeting to order at 11:40 AM in the absence of the chair and the Treasurer.

Minutes: Minutes of the April 7 meeting were presented. It was moved by Ballman, seconded by Mason "To approve the minutes as amended." Motion passed unanimously. (Risser entered)

Accelerator Sustainability/Budget: Lackey and Salley presented the Accelerator Sustainability and Budget discussion as mailed. There was lengthy discussion surrounding the Accelerator budget. King expressed concern that a budget that carried forward less than one quarter revenue could cause significant cash flow problems in the event a forecasting error occurred. After much discussion, Katz-Pek moved and Reid seconded, "To request that the Accelerator provide a cash flow analysis for the 12 months beginning July 1, 2004 and that the LDFA submit for consideration to the City of Ann Arbor a 2004/2005 budget for Account Number 2430/Contracted Work, in the amount of \$320,000." Motion carried, and Reid indicated he would prepare a Resolution for Council consideration.

Lackey and Salley will draft a contract prior to the next meeting for review.

LDFA Boundary Amendment: Lackey and Salley indicated that a conversation had taken place regarding the desire of the ITZone to move into the new MITC Building. Whether or not the ITZone makes this move and how it is accomplished is a critical element in whether or not to act to expand the LDFA boundaries at the present time. There are a variety of political, financial and legal issues that have to be understood for the LDFA to make recommendations to the Councils on this matter. Lackey indicated she would provide guidance on these issues prior to the June meeting. Nisbet indicated his belief that there would be several 'incubation centers' in the city, depending on industry, and that the ITZone might best serve these various centers from it's current downtown location.

Next Meeting Date/Adjournment: The next meeting date will be June 2, 7:30 – 9:00 AM, at the Ann Arbor DDA. Mickey offered her Chelsea-area home for a summer Retreat. Lackey will provide potential dates. It was moved by King, seconded by Reid, "To adjourn the meeting at 1:10PM" Motion passed unanimously.

Respectfully submitted,

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority Board of Directors

June 30, 2004

12:00 PM Washtenaw Development Council Ann Arbor, MI

Members Present: Mike Reid, Chris Ballman, Richard King, Mickey Katz-Pek, Jeff Mason, Steve Pierce, Rob

Risser, John Gawlas

Members Excused: Jeff Mason

Staff Present: Susan Lackey, WDC

Call to Order: Chair Risser called the meeting to order at 12:05 PM. A quorum was present.

Minutes: Minutes of the June 4 meeting were presented. It was moved by Reid, seconded by Ballman "To approve the minutes as presented." Motion passed unanimously.

Advance: Treasurer Pierce presented the Advance request from the Ann Arbor ITZone for the final quarter on the MEDC Accelerator contract. It was moved by Pierce, seconded by Katz-Pek, "To approve the Advance as requested, subject to receipt of financial reporting from the Ann Arbor ITZone." Motion passed unanimously.

Discussion of 2004/2005 Contracts: The LDFA addressed several issues related to the contract: It was agreed that the contract would be on a reimbursement basis, following the end of the quarter, however the amount will be a flat \$62,500/quarter, rather than actual reimbursement. Financial statements, including balance sheet, revenues and expenditures and cash flow are to be included. The Board also wanted to see job creation tracked, and a focus on purely entrepreneurial education, as opposed to all networking events. Companies should be Ann Arbor or Ypsilanti based, although the wider Accelerator/ITZone programming may support networking and non-City clients. The LDFA will not mandate strict segregation of accounts, but does want to see reporting and progress reports reflecting this approach.

The group agreed to meet again on July 21 to finalize these metrics..

Retreat Topics: The Board requested that 'post 2004/2005' metrics be discussed during the upcoming retreat.

Next Meeting Date/Adjournment: The next meeting date will be July 21, 4:00 – 5:00 PM, at the College of Business, Eastern Michigan University.

It was moved by Pierce, seconded by Gawlas, "To adjourn the meeting at 1:25 PM." Motion passed unanimously.

Respectfully submitted,