

L2L Leadership Team Meeting
Wednesday, May 12, 2015 1:30 p.m.
Pleasant Valley Community Center, Arcadia

Present: Betsy Evans, Brad Hopwood, Tamara Buswinka, Monica Schultz, Owen Wright, Connie Barnes, Sharron May, Chuck Beale, Ted Wood, Josh Mills.

I. PROJECT UPDATES

- **Zoning Templates**
Model templates are available at www.lakestoland.org, including Blight, Dark Skies and Riparian Ordinances. The Blight Ordinance template was chosen because it incorporates the most recent court rulings. Most communities have not had a chance to work with them yet.
- **Farm and Food System Project Report**
Sharron May gave a report (attached). Betsy Evans is organizing a USDA Value Added Product Grant workshop at Grow Benzie.
- **M-22 Scenic Highway Designation**
Tamara Buswinka reported that the Tribe and Patty O' Donnell from MDOT would like to join the table to further the conversation along. Al Taylor, Connie Barnes, Josh Mills, Bruce Ogilvie were originally involved. Connie will reach out to Al about arranging a meeting.
- **Trails**
Outside of L2L, Manistee County is doing a Recreation Plan project, a detailed trail mapping project that connects to Benzie County trails. The benefits of a compatible trail and Blue Water Trail mapping were discussed as an economic development strategy for the region. Who will champion it? Part of the champion's role will be to find the right group or create one.
- **Infrastructure (Broadband, Natural Gas, 3-Phase power)**
Betsy will check with Tim Ervin on the status of these.
- **Economic Development**
A recent report by the Benzie County Economic Development Planning Committee will be attached to these minutes.
- **Recreation**
Discussion about expanding the Explore the Shores into Benzie, a Manistee county program to improve water access funded by Easter Seals. Josh Mills would also add historical, educational and way-finding signage. It could be marketed that between the two counties, a family could spend a week exploring the shores.

II. ADVISORY BOARD

The board is seeking Advisory Board members keeping with 2 representatives from each community with the hope of at least one representative from a community governing body. L2L is now a Michigan Non-profit under the name "Lakes To Land Communities for Collective Action". The name reflects the organization's philosophy,

which is based on the Collective Impact model and a bottom-up process. The current board members are Betsy Evans (Chair); Brad Hopwood (Vice Chair); Ted Wood (Secretary); Josh Mills (Treasurer).

COMMUNITY SUPPORT

Now that Phase I is complete, there is interest in reconnecting with communities who were waiting for the Master Plan process to be finished, as well as welcoming any new communities who may have chosen to “wait and see” before becoming involved. Importance was placed on having both counties at the table. A media blitz to announce the completion of Phase I and launch of Phase II was suggested. While the Priority Share Meeting generated a lot of interest, the timing was premature. Most communities were too deeply involved in their Master Plan process. Ideas were shared about how to reach out to communities. For some it might take a project to draw them in while others may be drawn to the Collective Impact model.

FUNDING, STATE OF READINESS

Besides Master Plans and Capital Improvement Plans, Letters of Support and participation play a tremendous part in funding initiatives.

It was encouraged to reach out to our neighbors again and invite them to attend the next meeting. Meetings will be held on the second Wednesday of the month at 1:30 p.m. at the Pleasant Valley Community Center in Arcadia until further notice.