

## MINUTES

### LAKES TO LAND REGIONAL INITIATIVE LEADERSHIP TEAM MONTHLY MEETING

**FEBRUARY 13, 2013, 1 PM**  
**PLEASANT VALLEY COMMUNITY CENTER**

**Present:** Brad Hopwood, Sharron May, Monica Schultz, Greg Wisner, Tamara Buswinka, Ted Wood, Kathy Adair, Connie, Barnes, Sandy Skees-Gaier, Bob Delanoy, Chuck Beatle, Jim Laarman, Bruce Wiltie, Dave Long, Betsy Evans, Deanne Patterson, Jeanette May, John Iacoangeli, Al Taylor, Dennis Holcombe, Sharron Westgate

#### Introductions and Updates on Master Plans

Use of Facebook & Website for Communication, presented by Al Taylor, Onekama – Website costs \$2300/yr to maintain. Supported by township (\$750) village (\$600/yr), Portage Lake Watershed (\$150) and over 40 business partners (\$40/yr) to maintain. Township and Village use this as their main website. Facebook site has increased traffic over 300% in the last year for Onekama and 70% for Portage Lake Association. The site averages three to ten postings a week such as community events, recreation, and business events. Website designed and managed by Sarah Solowiej @ MS Creative Services, [www.mscreativeservices.com](http://www.mscreativeservices.com)

**Small Town & Rural Development Conference, presentation by Kathy Adair of AES (Handout)** – The Conference is April 22-24 @ Crystal Mtn. in Thompsonville. For L2L team and key stakeholders, the cost is covered by Consumers Energy. For more info, see Website [Michiganruralcouncil.com](http://Michiganruralcouncil.com)

**Convention of Communities by Monica Schultz (Handout);** Five delegates should be selected per community. Suggest 1 member from L2L team, the Planning Commission chair, Township Supervisor, and interested stakeholder whose expertise figures prominently in the Cornerstones. B&R will put Cornerstones into a format so that priorities that overlap can be determined at the next L2L meeting.

**Updates on Grant Opportunities** – A grant application has been submitted to the Dept. of Treasury for \$280,000 for zoning, infrastructure and leadership capacity building. The grant criterion was for “collaborative planning” so we have a good chance of being selected.

Review of Suggested Edits to Tab 1,2 and 3 – The Tapestry information came from a group called ESRI. Every time you use your credit card they track what you buy and where and then aggregate the information to create these segments. B&R got the most number of comments on this section. It might get removed.

Other items – John and Tamara have been going through training in the state for Place making. Increasingly funds will be targeted in communities with Place making as part of their Master Plan. Discussion about possibly having Kurt Schindler do a 2-hour module on Place making for all of the Planning Commissioners.

Next L2L Leadership Team Meeting: March 13, 2013.