

ECONOMIC RESOURCE ALLIANCE (ERA)
June 14, 2021 9:30 a.m.
Via Zoom

Jeff plz

AMW

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6-14-21

Meeting Summary

Attendees: Jeff Holt (Sault EDC), Tracey Laitinen (Sault EDC), Mari Schupp (Michigan Works), Allie Brawley (Cloverland), Tony Haller (Sault Chamber), Don Gerrie (USDA and Mayor SSM), Jake Brown (Cloverland Electric Cooperative), Jeff Hagan (EUP Regional Planning), Kelly Freeman (City of SSM Community Development), John Harman (EUPISD/STEM Intern), Kevin St. Onge (EUPISD MISTEM), Linda Hoath (Convention & Visitors Bureau), Nathan Coon, (EUP Regional Planning), Tony Cutler (Senator Schmidt's Office), and Vicki Schwab (MI Economic Development Corporation)

1. Call to order 9:30am

Holt welcomed attendees

2. Review of past meeting summary

Please let Laitinen know if there are any corrections.

3. EUPISD/STEM Mapping – St. Onge & Hartman

This STEM map was created using the Michigan e-library A-Z database. The group reviewed some companies and agreed that there was some missing data. St. Onge asked for feedback on how this map might be helpful to our region and to please review your data.

St. Onge - We created a link to a working draft of the industry sectors map that the ERA group can access to provide feedback. Please note that this is a working draft and not a final product and we are just using it internally right now to finalize it prior to making it a public resource. When you go to the map you can click on the "Content" tab at the upper left to identify which layers you would like to look at. Here is the link: [industry maps](#).

Some feedback was that the # of employees might be helpful. Hagan offered to share the major employers data from ESRI. Holt inquired about who would be responsible for keeping the data in the map current. Brawley explained that job positions could be posted and then shared out when employees are needed. Holt explained the recent ask for contractors to fill positions at the Soo Locks and that this map could be helpful. St. Onge explained the layering and that they will create a short form in order to email to companies to verify their data. Once this map becomes public the group agreed to promote it on their websites. Brawley offered to highlight it in an upcoming Cloverland Connections and will wrap the September-October edition in August.

At the same time, data was pulled and St. Onge showcased the Cloverland video produced as part of the Tomorrow's Talent Series: <https://storymaps.arcgis.com/stories/d06a6a13d57b450992206cb68782cd4c>.

Hartman also showed the map layer reflecting teachers that are trained in specific subjects at individual schools and that when the connecting spreadsheet was updated it automatically updated the map. St. Onge saw a future use for this feature for example to see where a certified nursing assistant could be taught.

4. Marketing Strategy Committee

The joint calendar was revisited and the group agreed that the best organization to host would be the CVB as they are already hosting a large, well promoted community calendar and each organization can submit one time or reoccurring events: <https://www.saultstemarie.com/events-calendar/> Hoath explained that you can add your own events and then download and print or post the calendar as you see fit. The CVB has a large

marketing budget and does a lot to promote this single calendar of events including partnering with Pure Michigan. Brawley thought that a flyer might help to inform frontline staff, local, and visitors on the collective resource. Brown inquired about the Gus Maker and if it was happening this year. This large event sparked a conversation about us working better together and cross promoting.

Hoath explained the new concept of SooToday. This is a program that will be utilized by user cell phone with QR codes on rack cards. This marketing tool will showcase shopping, restaurants, attractions, and things to do and will be updated daily or weekly depending on the business. Hoath will be able to see the user statistics and change as the word spreads. Marketing at the CVB has changed based on the pandemic.

5. **UP Ambassadors** – Holt will look at picking up now that Lansing is reopening.

6. **Events/Training/Workforce Development/Individual Sharing**

St. Onge shared information on the AT&T Scholarship and that how in the coming weeks there will be a survey made available that he will share with the group to push out to prospective students. St. Onge is taking some online classes himself and noted that it is a flexible platform with the pace of the courses.

Schupp and Haller shared information on the upcoming MiWorks mobile unit that will be at the Chamber this Wednesday from 9am to 4pm collecting applications. Over 90 businesses have signed up so far.

Haller reported that the 4th of July Parade and Fireworks are occurring this year and to sign up if you are having a float so they can determine the lineup. The Convention and Visitor's Bureau and the Downtown Development Authority have the application as well. Lineup will be behind Kmart at 6pm and volunteers are needed. NEW this year will be a grand marshal – Jeff Blashill.

Hoath explained the re-engineered Engineer's Day and that if you would like to host a booth please contact the CVB. Osborn to Ferris will be closed for booths and sidewalk sales. So far booths include authors, artists, food trucks and more. The US Coast Guard will also have their base open for tours. NEW this year a King or Queen of Boatnerds will be crowned.

Hagan gave an update on the American Rescue Plan and that the use of the funds has become more restricted. Hagan encouraged anyone receiving funds to ensure they know the eligible costs and referred to <https://www.naco.org/> for audit information. Hagan will share out the NOFA from new EDA funding as soon as it is released.

Cutler was happy to be on the call and asked that anyone in need of help with a project to please reach out.

8. The next meeting will be **July 12th via Zoom.**

9. The meeting ended at approx. 10:35 a.m.

TGL