

APPROVED

**CITY OF STERLING HEIGHTS
BROWNFIELD/ECONOMIC DEVELOPMENT BOARD
MINUTES OF THE SPECIAL MEETING
AUGUST 1, 2022 – 5:30PM
40555 UTICA ROAD, STERLING HEIGHTS, MI 48313**

The meeting was called to order at 5:29 pm

PRESENT: Frank Bayer, Jason Castor, David Griffith, Phillip Hunsberger, Cynthia Orchard
Kathryn Quell–Building Services Specialist, City of Sterling Heights

ABSENT: Kathryn Jiles, Lauren Tackett

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

Motion by Hunsberger, supported by Castor to approve the agenda.

Ayes: All
Nays: None
Motion carried.

APPROVAL OF THE MINUTES OF JUNE 21, 2021 SPECIAL MEETING

Motion by Orchard, supported by Hunsberger to approve the minutes of June 21, 2021.

Ayes: All
Nays: None
Motion carried.

NEW BUSINESS

To Approve/Adopt the EDC/Brownsfield Budget for fiscal year 2022/23.

Ms. Quell presented the proposed 2022/23 Budget that includes allocating \$77,900 to media/marketing services.

Motion by Orchard, supported by Hunsberger to approve/adopt the proposed 2022/23 Budget for the Economic Development Corporation/Brownfield.

To Approve an extension of the Proposal from Issue Media Group for media/marketing services for a one-year period, July 1, 2022 – June 30 2023, at a cost of \$77,900.

Ms. Quell presented that over the past year, Issue Media Group has provided extensive coverage of stories throughout the City of Sterling Heights. The content has highlighted talent, investment, innovation, and life within the city. The stories have reached a broad range of audience through publication and social media. Mr. Hunsberger inquired if the work from Issue Media Group overlaps that of the work Issue Media Group does for the Local Development Finance Authority (LDFA). Ms. Quell stated that she would have Mr. Bonner follow up with an email to the Board distinguishing the two contracts.

Motion to approve an extension of the Proposal from Issue Media Group for media/marketing services for a one-year period (July 1, 2022 – June 30, 2023) under the same terms and conditions at a cost of \$77,900.

Motion by Orchard, supported by Hunsberger.

Ayes: All

Nays: None

Motion carried.

OLD BUSINESS

Mr. Bonner sent the Board an email stating that the stories with the EDC contract with IMG allowed for broad coverage for the city. The LDFA contract this past year was focused on branding, messaging and overall identity for the LDFA District (Sterling Innovation District) which included a few additional feature stories as well specific to the LDFA District.

PUBLIC COMMENT

None

ADJOURNMENT

Motion by Hunsberger, supported by Orchard to adjourn.

Ayes: All
Nays: None
Motion carried.

Meeting adjourned at 5:45 pm