

Business Roundtable Recommendations 1999

Economic Development Committee

Chairperson: Timothy Morris

Marketing

Revise the Economic Development Team's Target Marketing Plan.

- Focus on the attraction of manufacturing related research and development centers, headquarters, sales offices, technical centers and high value-added production facilities.
- Coordinate marketing efforts and target markets with the Automation Alley initiative.
- Gather industry intelligence in the targeted industries to position the County "ahead-of-the-curve" regarding growth industries in the future.
- Revise marketing materials to reflect the revised target markets identified in the marketing plan.

Minority Business Development

The County should acquire databases from organizations such as the Michigan Minority Business Development Council so that the Oakland County companies on this and other databases can be used as an information referral to inquiring companies.

Capacity Building

- Develop a formal strategy for improving the Economic Development Team's network of local multipliers (i.e. bankers, accountants, lawyers, and other state or regional economic developers, and industrial brokers).
- Respond to the Michigan Economic Development Corporation's forthcoming request for proposals (RFP) for the development of a "Smart Park." The committee endorses the concept of creating a technology network developed by Oakland County as described in their response titled Automation Alley TechNet and recommends that this concept be used as the basis for the County's reply to the RFP.
- Develop and hold in the first quarter of Year 2000 a business forum for Oakland County businesses on successful employee retention strategies.
- Enter into an alliance with Bank One to handle technical assistance for the Community Express Program in 2000. This program expands access to small business to credit in low moderate-income areas.
- Develop and implement a strategy to educate local communities on the benefits of a more pro-business or business friendly attitude. This includes recommendation of changes in the site plan review process and other community regulations, procedures, and policies in order to create a more positive business climate at the local community level.
- Investigate in 2000 the creation of a mentoring network to support the growth of small hi-tech firms.
- Improve and expand the County's Business Retention Program.

Infrastructure & Land Use Committee

Alan Kiriluk, Chairperson

Sewer, Water & Land Development Education

- Continue to provide and expand educational opportunities for planning commission members and local elected officials. Offer a Basic Training for lay planning commission members on a regular basis.
- Bring together organizations to promote the idea of mandating continuing planning education as a statewide standard, possibly even developing a core curriculum of classes that are necessary.
- Prepare a one-page handout explaining the role and responsibilities of planning commissions.
- Oakland County Planning and Economic Development Services Division should work with other county agencies to develop specific workshops that relate to infrastructure and planning issues.
- Coordinate with the Oakland County Drain Commission, Road Commission for Oakland County, and Oakland County Health Division to sponsor a workshop for local officials and planning commissioners to explain the basics of what the County does and how that relates to the planning decision they make.
- Develop a primer on who has responsibilities for roads, water, sewer, drains, utilities, and planning.
- Assist local communities to understand new or different planning techniques.
- Contract with the National Main Street Center in Washington D.C. to establish the first countywide Main Street Program in the United States.

International Trade Committee

Chairperson: Ken Dargatz

Export Development

- Create a website to make the “Export Roadmap” accessible to a large number of small businesses. Include features such as an interactive bulletin board where companies could post specific questions to export mentors and a method to track the web pages visited most often to gather information on Oakland County exporters.
- Develop a questionnaire to identify Oakland County exporters to be used on business retention calls by the Michigan Jobs commission and Oakland County Planning & Economic Development Services team.

Quality of Life Committee

Chairperson: Eldon J. Thompson

Economic, Social and Environmental Indicators

- Develop an integrated set of economic, social and environmental indicators to rate Oakland County’s quality of life and establish a base line for county development and local planning guidelines.

Home Improvement Needs of Low and Moderate Income Persons

- Preserve Oakland County's aging housing stock and neighborhoods and develop affordable housing for low and moderate income residents.
- Advocate for increased federal funding for the Community Development Block Grant (CDBG) and HOME Investment Partnerships programs through key advocacy groups and legislators.
- Increase the maximum CDBG Home Improvement Loan amount available to qualified homeowners to ensure that substandard housing conditions are decent, safe, and sanitary upon completion of work.
- Support the creation of educational and/or economic development programs that would help small residential contractors/businesses/developers maintain their economic viability and expand training opportunities in the construction trades.
- Encourage developers and redevelopers to build affordable single family housing in Oakland County for low and moderate income persons

Oakland County Greenways System

Create an Oakland County Greenways Partnership Advisory Committee comprised of business/community/environmental interests to develop recommendations in the following areas:

- Increase awareness of Oakland County's unique natural environment through expanded marketing and promotion initiatives. Develop a press pack specific to greenways outlining vision, benefits, stakeholders, contacts, etc. Design and implement a unified greenway signage program identifying greenways and lakes that cross or are adjacent to road corridors.
- Develop an "Adopt a Greenway Program" where businesses and communities work together to plan, promote, implement and maintain greenway corridors throughout the County. Greenway elements for adoption include river corridors, wildlife habitat corridors, trail corridors and park facilities.
- Explore options to establish a Greenways Fund that would provide seed monies to secure available grants for greenway implementation.
- Identify and communicate the best land design/development practices for incorporating greenways into site developments.

Health and Fitness

Improve Health and Fitness in Oakland County. Endorse and promote the mission, goals and ongoing activities of Healthy People Healthy Oakland (HPHO) to mobilize people, organizations and resources for creating and sustaining a shared vision of health.

- Promote/encourage businesses to join HPHO Community Coalitions to assist in preventing substance abuse in Oakland County communities.
- Promote and encourage businesses to support high school graduation celebration events designed to prevent adolescent substance abuse during graduation season such as Prom Gala 2000.
- Explore options and initiate a program to develop an affordable health care plan for small businesses in Oakland County to increase access to health care services for uninsured employees of small businesses.
- Promote and encourage businesses to adopt programs to promote physical activity in the workplace such as Oakland County's Healthy Parking Signs project.
- Endorse and encourage Oakland County businesses and corporations to adopt environmentally friendly principles in the workplace to improve and preserve physical

resources such as the Coalition for Environmentally Responsible Economies (CERES) principles.

- Increase the emergency preparedness capacity of Oakland County's Emergency Management Division to handle health-related crises including influenza pandemic, bioterrorism, Y2K emergency response capability, etc.

National Main Street Center Contract with Oakland County

Endorse Oakland County Planning & Economic Development Services to sign a start-up contract for technical services with the National Main Street Center in Washington D.C. to maximize the vast economic development and quality of life potential of the 30 downtowns in Oakland County.

Transportation & Telecommunications Committee

Chairperson: Brent Bair

Telecommunications

- The county should develop modern, efficient, and uniform procedures for approving franchise agreements between cities, villages, and townships and telecommunication providers to streamline the review and approval process, thereby encouraging growth.
- Develop a forum at the County to bring private corporation management together to learn more about the characteristics and potential of telecommunication technology.
- Develop an efficient process, and get local community and Road Commission buy-in, to review and approve agreements for the use of road right-of-way for telecommunication purposes within approximately 30 days instead of the current 120 days.
- Get local CVTs to buy a new right-of-way agreement approval process with a cost limit to keep the expenses of the process in line with actual costs, rather than a profit-making endeavor.
- Encourage growth and expansion of the telecommunication industry in Oakland County by getting local CVTs to buy into a revised franchise fee system that is both uniform across the County and reasonable in the percentage of payouts to the communities.
- Inform CVT planners about telecommunication issues and of the potential of the technology and the concerns of the industry to get buy-in from the planners for future development of favorable municipal ordinances.
- Develop a countywide fiber-optic network with broadband internet access for all school, CVT and other government agencies to promote and encourage email and internet activity which will benefit all users and promote business relocation into the County.
- Create and promote an online computer database called "Technology Atlas for a New Oakland County" to allow prospective businesses to create customized maps that pinpoint the technological resources they need to operate in the County.
- Promote current telecommunication capabilities and infrastructure in the County as an added feature to attract new businesses through all print, voice, and travel promotional ventures.

Workforce and Education Committee

Chairperson: Terence Adderley

1. **Target Training and Recruitment Resources on High-Demand Jobs**
 - Continue to expand successful training programs
 - Continue to aggressively recruit new workers.
 - Prepare a video for students that describes today's workplace.
2. **Develop an Internet–Based Human Resources Directory**
3. **Elevate public awareness of Oakland County's Solutions to workforce and education issues.**
4. **Address skill gaps and skill development needs.**

Education

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2. Bring together organizations to promote the idea of mandating continuing planning education as a statewide standard, possibly even developing a core curriculum of classes that are necessary.
3. Prepare a one-page handout explaining the role and responsibilities of planning commissions.
4. Oakland County Planning and Economic Development Services Division should work with other county agencies to develop specific workshops that relate to infrastructure and planning issues.
5. Coordinate with the Oakland County Drain Commission, Road Commission for Oakland County, and Oakland County Health Division to sponsor a workshop for local officials and planning commissioners to explain the basics of what the County does and how that relates to the planning decision they make.
6. Develop a primer on who has responsibilities for roads, water, sewer, drains, utilities, and planning.
7. Assist local communities to understand new or different planning techniques.