

DRAFT

## **SPECIAL MEETING MINUTES**

Monday, October 13, 2014  
11:00 A.M.

Manistee County Blacker Airport  
Conference Room

**Members Present:** Paul Schulert, Chairperson; Ross Spencer, Vice-Chairperson; Mark Bergstrom; Alan Marshall; Dale Picardat; Brook Shafer; and Thom Smith

**Members Absent:** None

**Others Present:** Tamara Buswinka, Alliance for Economic Success; Barry Lind, Airport Manager; Justine McGuire, Manistee News Advocate; and Rachel Nelson, Airport Authority Secretary

Paul Schulert, Chairperson, called the meeting to order at 11:10 A.M. Roll was taken by the Secretary.

Mr. Schulert explained that the reason for the special meeting was to begin the strategic planning process. Ms. Buswinka handed out an agenda (APPENDIX A) and facilitated the discussion.

The Authority worked on identifying values, vision, mission, assets, stakeholders, issues, and opportunities. Ms. Buswinka will write up a review of the items discussed.

The Authority decided to continue the strategic planning process on Monday, November 10, 2014, at 11:30 A.M., during their normal monthly meeting.

With there being no further business to come before the Authority, the meeting was adjourned at 12:55 P.M.

Respectfully submitted,

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Rachel Nelson, Airport Authority Secretary

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**Manistee Blacker Airport Authority  
Strategic Plan**

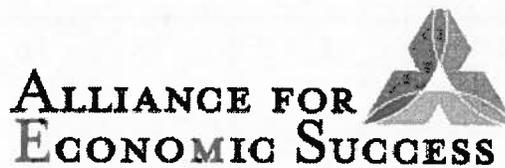
**September 19, 2014**  
October 13

*Facilitated by Tim Ervin & Tamara Buswinka  
Alliance for Economic Success*

**Meeting 1: Setting the Stage**

**Agenda**

- What are the Values, Vision and Mission of the Authority?
- What are the assets under control of the Authority?
- Who are the stakeholders?
- What are the issues and opportunities that this strategy needs to address?
- Other



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**Manistee Blacker Airport Authority  
Strategic Plan**

The following proposes steps and outcomes for a strategic planning process, facilitated by Tim Ervin and Tamara Buswinka, Alliance for Economic Success.

**Step 1: Due Diligence:** all relevant plans, documents, agreements and other related material provided by Airport authority to AES.

**Step 2: Meeting 1: Setting the Stage**

- What are the assets?
- Who are the stakeholders?
- What are the most significant strengths/weaknesses/ opportunities/challenges and/or issues?
- What are the values, vision and mission?

**Step 3: Independent Stakeholders Meetings (conducted by Tim/Tamara)**

Common questions asked of all stakeholders:

- Tell us what you know about the airport? About the Airport Authority?
- How does or could the airport benefit you and/or your organization?
- How does or could the airport benefit the county and the region?
- Do you have concerns about the airport?
- If the airport property could house additional facilities or businesses, do you have ideas on what might be a good fit?
- Are you interested in receiving the strategic plan for the Airport Authority?

**Step 4: Meeting: Defining the Priorities (based on Authority/Stakeholder Input)**

**Step 5: Meeting: Defining the Strategies – Implementation Plan**

**Step 6: Review of Draft Strategic Plan (will be drafted by AES using input/content provided by Airport Authority members and stakeholders)**

**Step 7: Ratification/Announcement/Dissemination of Strategic Plan and Implementation!**