



Memorandum:

DATE: November 8, 2024

TO: GREDA Commissioners

FROM: Rob Mattei, Community Development Director

RE: 2025 Work Plan Development

The principal item of business for the Grand Rapids EDA regular meeting on November 14th will be to begin the development of the 2025 Work Plan. For use in this process, I am attaching a copy of the 2024 Work Plan and a copy of the Draft Economic Development chapter of the Comprehensive Plan.

To prepare yourself for the meeting, I request that you:

- Review the 2024 Work Plan giving consideration to any unfinished business. Should the unfinished items remain as a priority? If so, what additional GREDA action is appropriate and necessary in 2025?
- Review the Goals within the Economic Development chapter of the Comprehensive Plan. What goals are critical and time sensitive? Which goals should GREDA take the lead on? Which goals should GREDA take a partnering or supporting role in furthering, and what should that role be?
- Make a short list of work items you feel should be discussed/considered by the Authority for inclusion in the 2025 Work Plan. You can use the attached blank form to list your items.
 - The criteria applied to individual work items, when developing work plans over the past several years, are: Community Impact, Chances of Success, Resource Availability, and EDA Ownership.
 - **Community impact:** If the goal is achieved, will the impact be substantial in the community?
 - **Chances of success:** Is the objective reasonably attainable?
 - **Resource availability:** Does EDA/City of Grand Rapids possess adequate resources to achieve this goal?
 - **EDA ownership:** But for the EDA, will this objective be achieved by any other entity, commission, or department? Will the EDA be taking a lead role, a partnering role, or a supporting role?

At next meeting we will:

- List all of the individual work items brought by each member.
- Through discussion, we will determine if some items can be consolidated.

- Through discussion, we will determine if the numbers of issues put on the table are reasonably achievable or if the list should be pared down. If it is agreed the list should be pared down, a consensus as to which items should drop out, will need to be reached.

To prepare for the December 12th GREDA meeting, each member will score each work item generated on November 14th, for each of the established criteria, on a scale of 1 to 5 (1 being the low end and 5 the high end). The individual scoring by each Commissioner will be forwarded back to me by December 2nd, so all of the Commissioner's scorings can be tabulated within one spreadsheet.

At the January 9th meeting, we will:

- Review and discuss the tabulation and the resulting preliminary ranking
- Commissioners will have the opportunity to discuss, and make a case for work items they feel are important.
- Through consensus, the GREDA will make any final adjustments to the ranking
- Lastly, the GREDA will determine which items will be listed as GREDA taking a lead role, a partnering role or a supporting role.

Following that meeting, staff will develop a work approach, based on a quarterly timeline, for each priority issue. This will then be presented to the GREDA for final adoption or adoption with additional changes at the January 23rd, 2025 GREDA meeting.

Please call me if you have any questions at 326.7622.