



## CITY COUNCIL AGENDA ITEM

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Date: January 30, 2012

To: John Szerlag, City Manager

From: Mark F. Miller, Director of Economic and Community Development  
Cindy Stewart, Community Affairs Director  
Glenn Lapin, Economic Development Specialist

Subject: City Manager's Business Roundtable Meeting

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On January 25, 2012, the first City Manager's Business Roundtable Meeting for 2012 was held at Troy City Hall. As a part of the City's economic development strategy, these monthly meetings bring together a small group of Troy business leaders to meet with City management to discuss business development ideas, solutions and initiatives. These meetings are intended to help develop a strong relationship between the business community and City management – a relationship that is accessible and responsive to business needs.

Meeting attendees included Paul Slocum and Jay Dunstan of Midcoast Studio, Antoine Dubeauclard of Media Genesis, Abraham Keisoglou of Engineering Technology Associates, and Michele Lange of Billhighway. City management attendees included John Szerlag, Mark Miller, Glenn Lapin and Cindy Stewart.

The four growing, second stage companies represented at the meeting employ more than 160 highly educated, creative people in Troy. The following summarizes some of the comments expressed by the companies at the meeting:

- Troy is an ideal location for business. Community assets include proximity to customers, excellent schools, safety, housing stock and quality of life.
- Companies are having a difficult time recruiting software developers, programmers and engineers. This is common for technology companies throughout the state. Follow-up information on an upcoming technical job fair and talent recruitment contacts is being provided by City management.
- A concern regarding recent industrial area property thefts was raised. Follow-up contact with Chief Mayer was made by City management and an officer will work with the business to address the problem.
- Many employees are young and have varied lifestyles. Accordingly, the recent media coverage about Troy is a negative distraction to doing business. It is a liability to the company's ability to recruit talent. Negatives need to be balanced with positives.



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- Troy is a part of a larger ecosystem and region. Collaboration with other communities and organizations throughout the region is important for Troy.
- Many young, growing companies are located in Troy. Create positive energy through these companies (i.e. place logos on kiosks as promotion).
- Troy's historical strength has been as a location for Fortune 500 companies, but that is changing. We need more emphasis on small business development and more targeting of small businesses/incubators (small office space).
- Showcase Troy's "hip" businesses to help bring in new business.
- Chrysler appears to be seeking additional office space. City management is identifying a contact at Chrysler to investigate further.
- Royal Oak, through its Chamber, formed a new media group made up of young, growing companies. Potential for a similar Troy group might be beneficial.