



From Executive Director Hans Voss

COMMITTED TO RESULTS



“We believe there is an answer to every situation that benefits people, communities, the economy, and the environment.”

That’s the first line of one of MLUI’s recently published Core Values: Commitment to Results. Our dedication to ambitious goals is at the heart of all we do; they’re called “core values” for a reason. It continues:

“Being on the ‘right’ side is not good enough. We believe we can work with people from all walks of life to ‘get to yes.’ We set ambitious goals, make them known publicly, and measure our progress toward achieving them.”

You can read more about our values on our website—www.mlui.org/values—but I wanted to highlight this one in particular because it ties directly to three big goals we’ve set for the future. They are highlighted in the boxes to the right.

These goals were produced through intensive dialogue with our board, advisory council, staff, and community partners. We know achieving them depends on a highly collaborative approach, with MLUI a part of the coordinated action of others—government, businesses, and people.

That’s a big challenge, but it’s one we embrace. Now’s the time to work collaboratively on transforming the local economy while protecting the environment. Whether it’s Taste the Local Difference as the key to achieving 20% local food, Local Motion for helping commuters, or TC Saves for demonstrating the power of energy efficiency—we understand that great things happen when people are working together toward a common goal.

Ultimately, though, these aren’t solely “MLUI projects.” They belong to the community. As with our revamped Taste the Local Difference program, you may not see an MLUI logo plastered on top. And in the future, different advocates may be leading the projects. That’s fine—in fact, that’s more than fine; that’s what we want. We’ve made a strategic decision to root these collaborations as deeply as possible in the community.

But be assured that we’re working very hard behind the scenes, and that our “commitment to results” is unwavering.

Hans

MLUI Goal

20% LOCAL FOOD

By the year 2020, 20% of northwest Michigan’s food will be supplied by local growers and food entrepreneurs.

MLUI Goal

MODEL ENERGY PROGRAM

By the year 2025, the Traverse City area will achieve at least a 25% reduction in energy demand and an increase in renewable energy production to 25% of the total.

MLUI Goal

25% SMART COMMUTERS

By 2020, 25% of workers in the Traverse City area will “smart commute”—bike, walk, carpool or take the bus to work.

Michigan Land Use Institute
148 East Front Street, Suite 301
Traverse City, MI 49684

HELP US REACH THESE GOALS

BECOME A MEMBER!

mlui.org/member

TLD has a new look for 2013

The Taste the Local Difference guide, after nearly 10 years of connecting consumers to local food, is back this year with a new look.

For 2013, the guide is made up of six maps for specific areas of northwest Lower Michigan. They’re designed to showcase the depth of our agricultural community and to provide a reference for eating locally year-round.

The first five maps—for Leelanau, Grand Traverse, Benzie/Manistee, Charlevoix/Emmet, and Antrim/Kalkaska counties—are available at key locations throughout the region and online at www.localdifference.org. The maps provide a unique visible perspective on the region’s rich food system. They don’t stop at cataloging farms, but also include specialty producers, retail stores, breweries, wineries, distilleries, caterers, and more.

TLD also is launching a new smartphone app. It uses the latest in GPS technology to guide consumers directly to the local farm, retailer, or restaurant they’re looking for. You can search by farm, by food, or by your location. You can even use your phone’s navigation app to get turn-by-turn directions.

TLD is an example of the collaboration MLUI seeks with community partners. You won’t see the MLUI logo at the top of the new materials; this is a true community project, with input and support from a variety of groups. The changes are all geared to our shared goal of increasing the amount of food that is sourced locally in northwest Michigan. A strong local-food economy is good for our farmers, our land, and our health.

MLUI and our partners in the Northwest Michigan Food and Farming Network remain committed to the goal of sourcing 20 percent of our food locally by 2020.

That’s an ambitious goal, but it’s within reach. The new TLD guides and app can get us there.



Local Motion takes off

RETHINK A TO B
IT'S ABOUT DISTANCE

MLUI’s Thriving Communities team launched its Local Motion campaign this June at the Getting Transportation to Work Commuter Summit. The event connected business and community leaders with national transportation experts to discuss ways in which Traverse City can improve the transportation choices it offers its residents. Local Motion is now under way, with a series of fact sheets being rolled out to highlight the impact our car-focused region has on our time and our pocketbooks. The project is supported by our partners at TART Trails and the Bay Area Transportation Authority. To download the first fact sheet, visit www.mlui.org/fact1

CLEAN ENERGY

Rally raises pipeline awareness



More than 400 activists—including 350.org co-founder Bill McKibben—gathered in the shadow of the Mackinac Bridge on July 14 to raise awareness about two aging pipelines beneath the Straits’ waters. Enbridge Energy—the company responsible for the Kalamazoo River oil spill— has been pumping oil under the straits for 60 years. Now they want to increase the pressure to pump even more—possibly including the most toxic and corrosive tar sands oil from Canada. MLUI is working closely with fellow advocates, including a reformed TC350 and the National Wildlife Federation, to let people know about the pipelines and tell our government officials that we can’t let a similar disaster happen in our Great Lakes. Learn more at www.oilandwaterdontmix.com.

WHAT’S NEW AT MICHIGAN LAND USE INSTITUTE

Thank you Jim Sluyter

Jim Sluyter, MLUI’s policy specialist responsible for the successful Get Farming program, retired at the end of June after five years with the Institute. In his wake, his efforts to provide business training to farmers touched nearly 700 people in northwest Michigan. Now MLUI is in close talks with partners ISLAND and Grow Benzie to carry forward the success of Get Farming in a new way. Thank you, Jim, for all your hard work.



Jim Sluyter tries on a pair of chaps he received as part of the inaugural John Chapman Award at the 2013 Food and Farm Summit.

MLUI welcomes Valerie Kirn-Duensing

Valerie Kirn-Duensing is MLUI’s new Major Gifts Specialist. She works one-on-one with individual donors and family foundations who wish to support our mission in a more meaningful way. Valerie most recently served as the development director at the Women’s Resource Center Domestic Violence Agency. MLUI is happy to have her on board. You can reach her at 231-941-6584 ext. 26 or Valerie@mlui.org.



Valerie Kirn-Duensing

Now’s the time to DONATE!

MLUI Board members have set up a challenge for you, our most loyal and steadfast supporters, as well as new friends who receive this newsletter. They have created a \$75,000 pool that stands available to match every dollar you can give over and above last year’s giving. That means if you are a new member, your entire gift will be doubled! If you are already a member, the amount you increase will be matched (don’t worry, we will do the math for you!). We are already half way to achieving this ambitious challenge—we have raised about \$38,000 in new funds as of this month. We’re certain that, with your help and continued patronage, we can get there. So, log in at mlui.org/donate and help us get to the goal. And thanks for your support!

GOAL

\$75,000

TODAY!

\$38,000

