

**Executive Committee**  
**Economic Development Council Meeting ♦ August 4, 2016**  
Little America Hotel, Flagstaff, Arizona

<b>Members:</b>			<b>(Absences YTD)</b>			<b>Members:</b>			<b>(Absences YTD)</b>		
Rich Bowen	Present	0				Karalea Cox (Phone)	Present	1			
Jodie Filardo	Present	0									
Paul Watson	Present	1									

**Guests:** Dr. Susan Johnstad, NAU  
Mae Horseman, Tiisyaakin School Board  
Richard Heath, GPREP

**Staff:** Teri Drew, Regional Director  
Julia Sawyer, Executive Assistant

**1. Call to Order/Welcome/Introductions**

Vice-Chairman Jodie Filardo called the meeting to order at 9:02 AM. There was a quorum.

**2. Approval of Minutes from June 2, 2016**

Vice-Chairman Filardo called for a motion to approve the minutes from June 2, 2016. **Paul Watson made the motion to approve the minutes from June 2, 2016, seconded by Karalea Cox. The motion passed unanimously.**

**3. Chair's Report**

Chairman Filardo began by reporting on plans that she and Regional Director Teri Drew have of making a regional tour this coming fall, with stops in each county and as many EDD communities as possible to touch base with everyone.

Chairman Filardo then noted her appointment for the 5<sup>th</sup> member for the Executive Committee. She has asked Navajo County Supervisor Jesse Thompson to join the Executive Committee, and he has accepted the position. Chairman Filardo will make that appointment at the General Meeting later this morning.

**4. Director's Report**

Chairman Filardo turned the meeting over to Regional Director, Teri Drew, for her report. Ms. Drew noted that the Regional Council voted unanimously to re-designate the EDC to oversee the Comprehensive Economic Development Strategy (CEDS) process. Ms. Drew noted that the Regional Council also approved the Resolutions to continue as an Economic Development District. She also noted that the contracts with the EDA are complete and the funding for PY 2016-17 will remain the same, \$75,000. She then explained that the Regional Council is the Board of Directors for the NACOG Economic Development District. The Economic Development Council is a committee of the Regional Council, and there are two committees within the EDC, the Membership Committee and the Tourism Committee. Chairman Filardo asked for clarification on the difference between Committee and Council. Ms. Drew stated that the EDC is referred to as a "Council", which is a "Committee" of the Regional Council.

Ms. Drew reported that the Regional Council also unanimously approved the EDC Scope of Work for PY 2016-17, with a late addition to the Focus Areas to include "support to areas that are being affected by

wildfires in the District". This Focus Area was not specific to any one community, but leads to an open opportunity for assistance to any of the District areas that may have suffered wildfire devastation.

Ms. Drew noted that the approved Resolution commits the EDD communities to match requirements, which amount to \$49,000 in assessments recommended by Regional Council. She reported that all of the \$125,000.00 budgeted had been fully expended in the EDA project year 2015-16, which ended on June 30, 2016. She then discussed the Annual Report, which gives an Economic Update as well as detail regarding the accomplishments within the Scope of Work for the year. Ms. Drew acknowledged Julia Sawyer for initiating the Report and for her assistance in completing the Report. She noted that we had activity in all areas of the Scope of Work in 2015-2016, with the exception of the Forest Services presentations, which had been originally scheduled for the Spring Tourism Forum that had been cancelled. She stated that it should be accomplished this year, and asked the Committee members who they would recommend for the presentation. She noted that the Comprehensive Economic Development Strategy (CEDS) specifically speaks of the 4-Forest Restoration Initiative (4FRI), but also mentions the U.S. Forest Service presentations. Discussion followed as to who could be contacted for a presentation this year. Mr. Watson mentioned the current supervisor for the 4FRI project, Scott Russell, who had been a District Ranger but now oversees the entire 4FRI scope. Mr. Watson offered to get the contact information, and Ms. Drew suggested we contact him for an October or December presentation.

Ms. Drew then discussed the EDA GPRA report, which acts as an investment report, where we demonstrate the investments and return of investments around the region. She reported that we show private investments of \$49,000 for the assessments collected as an EDD. We also rely on projects that have received EDA funding through the NACOG EDD, such as the Northern Arizona Center for Entrepreneurship and Technology (NACET), the Town of Chino Valley, and any other funded projects to also report on their investment results over the last year. Ms. Drew noted that there were 76 jobs created and retained by the NACET programs, which has been reported to the EDA at year end. Chairman Filardo commented that it would be nice to send this report to all of the EDC members via email. Ms. Drew noted that next year, there will be additional projects to report regarding the work pending in Coconino County with their Partnerships for Opportunities and Workforce and Economic Revitalization (POWER) grant. Chino Valley reported that their project start has been extended out due to some engineering issues, but are hoping to break ground toward the end of this year, therefore there were no job investment numbers to report from them at this time. Ms. Drew concluded her report. Chairman Filardo asked for an update on the Apache County POWER grant application, and some discussion followed regarding a possible application being approached from Apache County, and a possible collaboration with other areas in the EDD for a Regional grant. Ms. Drew reminded the Committee that the POWER grant funding is still open and available until exhausted, if anyone is still interested in applying. Paul Watson noted that Navajo County has not applied at this time, and he was uncertain as to the current status of an application.

##### **5. Tourism Committee Update**

Chairman Filardo then turned the meeting over to Dr. Susan Johnstad for an update on the Tourism Committee. Dr. Johnstad began reporting on the last meeting, which was held during the Governor's Forum on Tourism in Tucson on July 11, 2016. She noted that there were 2 items she wanted to bring to the Executive Committee, the first being the conversation about the Tourism Forum planning and the second item is an update about a new member on the Tourism Committee.

Dr. Johnstad spoke about the plans for the Tourism Forum, now being planned for October 11-13, 2017, at Pinetop-Lakeside and Sunrise. She shared an overview of the draft agenda as follows: The plan is for Wednesday, October 11 to be the day to travel, register and check in to the Resort at Pinetop-

Lakeside, followed by a 5:00 PM reception, featuring a performance highlighting the region. Thursday, October 12 will be a full day of sessions focusing on the intended value of the event. On Friday, the idea is to offer a trip to the Sunrise Ski Resort to showcase that area, to include a meal and a feature speaker, as well as recreational offerings to encourage attendees to stay after the conclusion of the Forum and enjoy the surroundings.

She recapped the goals expressed at the last meeting of the Executive Committee and the Tourism Committee for the Forum, noting that there was a lot of good input regarding the purpose of the Forum and the target audience, and to provide a variety of tools for the various communities to use, and to help these communities gain a clear understanding of the value of tourism and to expand their tourism venues.

Dr. Johnstad spoke about building partnerships and advocates with elected officials and agencies, targeting these groups and bringing high value to the region. She also mentioned developing sponsorships for the Forum, with a baseline goal of covering our costs and also offering mini-grants for communities that participate. Dr. Johnstad noted that the conversation at the last Tourism meeting centered around how to accomplish these things. Not working in the tourism industry, she commented that she sees her role as management and establishing and enforcing a timeline for the project. She is looking to have community agreements in place by December, as well as identifying what they are looking for in speakers for the event. She wants to have contracts executed for the venue by January. Following the holidays the Committee intends to send out the Save the Date early, with 3-4 follow-up marketing efforts between January and October. Speakers will be confirmed in early to mid-Spring 2017, and to have registration open by July 2017 – with reminders to register sent out 2-3 times. Also, sponsorships should be identified in early spring/summer.

Some discussion followed regarding the good planning that is taking place. Paul Watson remarked that there are already some regional partnerships in place, such as the White Mountain Partnership, a Regional group that promotes tourism, which he chairs. He recommended engaging with that organization, as well as with an ad agency that can help to coordinate some of these things. He mentioned that Sunrise is part of the Tribe, also a part of the partnership. Dr. Johnstad noted that one of their new members, Matthew Williams, serves as the Community Services Manager at Pinetop-Lakeside, who is enthusiastic about assisting in the engagement of these partnerships. Ms. Drew noted that she spoke with Debra Johnson, the State Director of the Office of Tourism, who has committed to present at the Forum. She also noted that David Drennen, one of the Vice-Presidents of the Arizona Tourism and Lodging Association, has expressed interest in partnering with the Forum, with a membership push for his organization. She also spoke about the positive reception of the mini-grants in the past, and noted some of the projects that received them are still going as a result of mini-grants 10 years ago. She then noted that she has heard from some economic development professionals at the Governor's Forum on Tourism that it is sometimes difficult to sell Forums that are labeled as Tourism because the communities only send their Visitors Bureau personnel. Ms. Drew expressed her desire to see economic development integrated into this forum. She complimented Dr. Johnstad on her leadership of the Tourism Committee, and said she is encouraged by the progress being made in the Tourism Committee's planning of the Forum. Chairman Filardo also expressed her thanks to Dr. Johnstad for her project management leadership. More discussion followed regarding EDC members who may be able to participate in the planning. Ms. Drew commented that Dr. Johnstad needs confirmation from the Executive Committee regarding the timeline and general plan thus far. Dr. Johnstad stated that her intention is to go back to the Tourism Committee with how they will move ahead. She asked the Executive Committee to please bring their ideas and insights to her early so that they may be addressed timely. Ms. Drew mentioned that they have in the past had temporary planning members from the various communities that were involved with the Forums, adding their local

knowledge and input, and she recommended asking local members of the committee to suggest parties to contact for their involvement in planning. Other comments were made regarding potential EDC membership participation as well. Dr. Johnstad stated that she will work to keep this Executive Committee informed as the process progresses.

Dr. Johnstad reported that Brian Bressel, general manager of the Sunrise Ski Resort in Apache County has been nominated to the Tourism Committee by Becki Christensen. She commented that Shelly Reidhead, one of the Apache County representatives on the Committee, had recently asked for leave from her responsibilities, so there is now only 1 Apache County representative, and the goal is to have 2 representative members from each County. She noted that the Committee was happy to recommend Mr. Bressel's appointment to the Tourism Committee. Chairman Filiardo called for a motion to appoint Brian Bressel to the Tourism Committee. **Paul Watson made the motion to appoint Brian Bressel to the Tourism Committee, seconded by Rich Bowen. The motion passed unanimously.** Dr. Johnstad concluded her report.

**6. Member Comments**

Vice-Chairman Filardo called for member comments. There were none.

**7. Public Comments**

Vice-Chairman Filardo called for public comments. There were none.

**8. Adjournment**

Vice-Chairman Filardo then called for a motion to adjourn the Executive Session of the EDC. **The motion to adjourn was made by Rich Bowen, seconded by Paul Watson. The meeting adjourned at 9:41 AM.**