



REAL AZ Development Council

October 13, 2011 – 12:00pm (NATC – Taylor)

1. Welcome / introductions/guests:

Call to order: The meeting was called to order at 12:16 by David Tenney. Introductions were made

Present: Eric Duthie, David Tenney, Tracy Mancuso, Lori Martinek, Bill Greenwood, Mark Abram, JR DeSpain, Paul Esparza, Nolan Larson, Jeff McCormick, Tom Poscharsky, Thomas Doyle, Mikel Cole, Kelly Udall, Steve North, Travis Merrill, Sharon Adams, Paul Watson, Aaron Adams, Judy Bratcher, David Roberts, Hunter Moore, Ahmed Abdullah and Kelly Jones

2. Approval of minutes from September 8, 2011

**A motion was made by Travis Merrill, seconded by Pau Watson
To accept the minutes of September 8, 2011
The vote was unanimous**

3. Marketing projects report

Consultant Lori Martinek with Presentation Plus reviewed project updates with those in attendance. She has gone through the entire website and posted updates. She changed the photos and made the site more searchable with enhanced Search Engine Optimization (SEO) and registration. Other additions include a video player, Real Time Blog, a Face Book Page and Twitter Account that are linked together. She said everyone needs to subscribe to the Blog and build up an account, the more we can do the better the exposure will be for the Corridor. She encouraged everyone to share what they have with anyone they can and if anyone finds anything to add please send it to her as the website is always a work in progress.

Lori reported on the Newsletter stating that it has been renamed the “REAL Arizona News Newsletter”.

Lori really needs email addresses in the data base and she will create a sub data base not everyone will have access to. She said we want to produce enough interest to pass along.

Lori is working on an asset inventory which has been updated. If you have anything to share it would be helpful. Send her your center points and she will take data and build a new asset

inventory. The group went on to discuss linking and Lori said we can be linked in group which people can join and connect.

Lori addressed goals for marketing strategy and explained that marketing outreach means there are people out there we want to talk to and we need to know how to do that. Therefore we need to set a marketing strategy for the Corridor and target audiences: *who* do we want to talk to, *what* is important to them, *how* do they get their information, *what* types of media do they use to get it and *where* they can be found. We want to put ourselves in front of them. Lori continued stating that a marketing strategy should accomplish *visibility, awareness, activity* and *commitment*. The group discussed potential targets such as: industries, internet based businesses, call centers, renewal energy, manufacturing, entrepreneurs.

Group Comments:

Tracy Mancuso: We need to identify businesses that may be thrown out due to high taxes in other states

Steve North: Fulfillment Centers are also taxed and may be looking for other locations

Tom Poscharsky: Amazon is always looking for space

Nolan Larson: We need to find big industry that brings people in for jobs

David Tenney: We are close with the forest initiative which would create an OSB plant

JR DeSpain: There are three companies interested in potash and this could do big things for Apache and Navajo counties. There is possible interest with another project who is trying to expand their business.

Lori said it is clear there are a lot of things out there and when opportunities arise we need to be in a position so we will be able to act and respond quickly. We need to prioritize with a strategy that will create awareness of activity on the website. We need to decide what kind of action we want people to take. There are short and long term goals:

Short Term: How will we know when we are successful, how will we measure it, how do we define activity, how do we assure the ongoing success and what do we need to be successful and to continue?

Long Term: New jobs, new industries and new construction

Lori would like to see some kind of progress in 18 – 24 months.

Paul Watson asked where we are as far as staff goes and Lori answered that this is a big issue and is part of the strategy. The Town Councils may need to make this determination. Until that decision is made Eric Duthie will continue to be the contact.

Lori concluded stating that we need to come up with ways to measure progress and determine what we want to measure, how many are looking at the website, emails, inquires, and number of out bound contacts. We need to make ourselves visible. Thomas Doyle mentioned how the Arizona Commerce Authority is getting very aggressive in getting businesses in the State and they are making great progress.

4. Arizona Commerce Authority (ACA) presentation

Thomas Doyle with the Arizona Commerce Authority (ACA) reported that there are two things they work on: Business attraction and rural development economic grants. He is impressed with the Corridor and recognized that we have come a long way. He has been doing economic development since 2004 and is amazed how well we have done and encouraged us to continue. He is here for us and has our area. If we have a client please get him involved. There are companies looking at locations around the State and he will go out of his way to meet with clients. He said that business attraction has changed and they are now doing more target marketing. Their major emphasis is job finding and they are doing trade shows and visiting industries. There are a lot of things to our advantage and he is our representative for business attraction.

The ACA is promoting a two million dollar economic development grant. We have a very good chance the solicitation we made last week. The criteria are similar to the grant last year.

The ACA is in the process of identifying a rural advisory council. He suggested we start looking at good representation from Apache and Navajo counties and send the recommendations to him along with resumes. The committee will brief them and set up a meeting. We need to make sure the representatives we appoint are well informed and know what we are doing and what the grant is for.

5. ACA Rural Grant Program nominations

6. ACA Rural Business Advisory Council nominations

Eric reported that Winslow's City Manager Jim Ferguson has been on the Arizona Commerce Authority Rural Business Advisory Council but at this time his plate is full and he is unable to continue. Eric said that it is in the best interest to nominate someone out of Apache and Navajo counties. Thomas Doyle added that they are looking for someone with private sector knowledge since the ACA Board is governed by the private sector. Bill Greenwood suggested allowing those from Apache County to discuss this and then make recommendations from the Apache County side. Eric said this is the way to go but he will need the nominations by Friday October 21st. David Tenney suggested Joshua Hall for the Navajo County side and Nolan Larson said Travis Merrill would also be a good nomination. Thomas noted that they meet once a month.

A motion was made by Paul Watson, seconded by Tom Poscharsky

To have David Tenney make an inquiry to Joshua Hall to see if he is interested in serving on the Arizona Commerce Authority Rural Business Advisory Council as the representative for Navajo County. If Joshua Hall is not interested to make an inquiry with Travis Merrill and see if he is interesting in serving on the Council

The vote was unanimous

Eric informed the attendees that Keith Watkins with the ACA came to our area and got a good view of what the Corridor is all about. Eric asked him if he would pay attention to any letter of interest from the REAL AZ Corridor. Mr. Watkins said he looked forward to our recommendations.

7. ACA Prospect Information Form procedures

8. Authorization of signer for accounts

Eric said we have had two bank accounts and as of today funds have been exhausted in one and it has been closed. The other account has some money which is being maintained by the Town of Taylor. It would be preferable for bank purposes to make recommendation for one or two signers on the account. Currently Eric Ritz is the only signer. Following brief discussion:

**A motion was made by Eric Duthie, seconded by Paul Watson
To have the Executive Committee of the REAL AZ Development Council, Eric Duthie,
David Tenney and Mark Abram as the signers for the REAL AZ Development Council
bank account.**

The vote was unanimous

9. Partner updates.

Eric Duthie – Town of Taylor

Eric expressed concern with the in-activity of some of the partners in the Corridor. He feels we should find a way to bring everyone to the table so we can get participation from all communities.

JR DeSpain – Navajo County

The County just got approval on another wind farm that will go before the board next month.

Paul Watson – Town of Snowflake

Paul mentioned how we have talked about water issues and he thinks that most other areas of the State have some kind of regional group looking at their water rights. He plans to take a resolution to his Council in support of forming some kind of group. He feels it is critical since water is key to us in looking at development and protection is important.

Mikel Cole – Arizona Public Service

Thanked Thomas Doyle for coming to day and stated he appreciates his support

Judy Bratcher – Navajo & Apache Workforce Investment Act

Judy reminded everyone of an Arizona Workforce Connection retreat to be held next week. She brought Aaron Adams with her today since he will be working with WIA.

Hunter Moore – Navajo County

Hunter said with the development of Face Book if anyone has suggestions it would be good for our page

The Independent Redistricting Commission will be at Honda this Saturday and it is important that we make our voices heard as communities and business owners. Anyone that has an interest in our communities should attend. We are working for a legislative district that has the same roots as the current map. We have had a good voice at the legislature for the last ten years because someone on the commission was rural and able to help us. We are trying to have a strong voice to keep our communities together. Unless communities come out with facts we feel we won't get the help we need. This will affect private entities as well.

Paul Esparza – Town of Pinetop-Lakeside

Paul reported that a new Maverick store will open on October 26th. The town is doing a re-shop local campaign which is going well. They are seeing vacancies with businesses in town that they are working with.

Jeff McCormick – Consultant

Jeff said he is still available for any that may be interested in his consulting services

Nolan Larson – Larson Waste

Nolan reported he is working with a company and they have gotten approval from the Arizona Department of Environmental Quality to do demos for waste energy. The company is purchasing a waste energy unit and will place it at Larson Waste. They will be trying some different mixtures of trash for energy purposes. If they start production it would be just as good to start it in Arizona. The demos will start in January.

David Roberts – White Mountain Independent

David stressed the critical importance of the redistricting.

Ahmed Abdullah – City of Winslow

Ahmed reported Winslow is still waiting to hear from the State to decide on the placement of the 5000 prison beds that will be awarded.

Sharon Adams –

Thanked Thomas Doyle for his attendance today

Tracy Mancuso – Northland Pioneer College Small Business Development Center

Tracy reported that she pulled permits issued from Show Low and Pinetop-Lakeside for the last 12 months. Show Low had 154 and Pinetop-Lakeside had 46. They are seeing a lot of new retail businesses start up. Her initiative has been to have herself or others go door to door to help them get set up. There is an organization out of LA coming to do an even on the 14th of November from 8 am until noon. They offer starters the opportunity to understand how to manage. The company has a system they are going to put in place. Her initiative for the center is to find what to do to keep the businesses in business. Tracy said they will be doing a marketing program hopefully in January that will last through-out the year for support for new businesses.

David Tenney – Navajo County

David said the Four Forest Initiative is moving forward but some ancillary environmental groups don't agree 100% with the large tree strategy. The stakeholders will need to work this out. The Forest Service is moving forward with the contracting and will be going to bidding process.

Last week Navajo County hosted a statewide summit for legislative representatives. One initiative that came out of this was to amend the law to give local companies bidding preferences. There is a proposal to allow counties to give up to 5% on goods and services.

David will be going back to Washington DC on the 24th.

10. Future Agenda requests

**11. Next meeting: November 10, 2011
12 noon @ NATC Lunch host: Larson Waste**

12. Adjourn.

**A motion was made by Paul Watson, seconded by Nolan Larson
To adjourn the meeting
(2:20)**

Minutes taken by
Kelly Jones

Town Clerk
Town of Taylor