



## **REAL AZ Development Council**

**March 8, 2012**

**12:00 pm**

**Northern Arizona Training Center**

**1840 W. Paper Mill Road**

**Taylor, Arizona**

**Present:** J.R. DeSpain, Naomi Hatch, Rick Evans, Elizabeth Flake, Sanjay Dhole, Paul Ramsey, Dusty Parsons, Roy Roberts, Mark Williams, Jim Austin, Tracy Mancuso, Ben File, Judy Bratcher, Paul Ferris, Sharon Adams, Greg Loper, Paul Esparza, Steve North, Bill Greenwood, Paul Watson, Tom Poscharsky, Dave Roberts, Hunter Moore, Eric Duthie, David Tenney, Christopher Bond, Gus Lundberg and Kelly Jones

- 1. Welcome and Introductions:** David Tenney called the meeting to order at 12:14 welcoming the attendees. Introductions were made.
- 2. Approval of February 9, 2012 minutes:**

Liz Flake made a correction to the minutes of the February 9, 2012 RADC meeting. On the last sentence of the report made by Ken Wilk regarding the Northland Pioneer College Construction Technology Curriculum Opportunity, pages one and two, it states "They would like to start this new program by the fall semester". This needs changed to "They would like to start this new program by the 2013 fall semester".

**A motion was made by J.R. DeSpain, seconded by Paul Watson  
To accept the minutes of the Real AZ Development Council meeting held on  
February 9, 2012 with correction.  
The vote was unanimous**

- 3. ACA grant update:**

Eric Duthie reported that we do not know yet what our deficiencies were on the Arizona Commerce Authority grant application we submitted but we were not on the list of those funded. Judy Bratcher said she heard they were looking at creation of jobs and that may be why we did not get funding. Lori Martinek was present via Skype and said she was

surprised to see the response since this area does have consistent job creation goals. Steve North said last time funds were awarded for specific projects and he thinks they are awarding based on bringing companies in to create jobs.

- 4. Update of marketing operations:** Lori reported that considering the ACA grant denial the needs still exists and it is time to move forward. The next step to take is to target one or more marketing issues. We are at a critical point and have done what we have done thus far without grant assistance. We are growing and so we need to determine what sector we want to focus on and keep the momentum up. She asked if we focus on one sector which would we choose knowing we will need more funds. Energy is the leader in the Corridor with the wind farm development in Arizona, bio mass, solar and geo thermal energy. We have great renewal that other areas cannot touch. Lori said that the wind farms create the potential to bring in other industries and companies involved with industries. She added that we are fortunate that with any of the four sector others will come along since they already exist in the Corridor. This will make our work easier but we need to come up with resources to move forward. Paul Watson said that many consumers such as google are turning towards energy. Do we think there is any possibility since we are producing the power they are using to go after some of these users so they can locate closer to our region? Lori answered that when we raise visibility we raise interest and target market initiatives are created to go after these companies. David Tenney shared his take on the sectors in Navajo County, he sees the Four Forest Restoration Initiative (4FRI) as a priority. He has been involved with them for several years and does not see them pulling off. He just returned from Washington DC trying to keep pushing this forward. They claim we are within weeks of awarding the contract and at that time there are a lot of things we can do to move forward. He said all communities in the region were built because of the forests and the fact that communities are still here in spite of the fires says something. He feels this should be our focus. J.R. DeSpain agreed with David, Forest Management will create lots of jobs and support other industries. Let's utilize the energy and industry we have and build on that. Tom Poscharsky noted that we can combine that into wind synergy. Eric Duthie added that the big picture with synergy is how they complement each other and there is not a problem to focus in certain areas. Lori stated she would be happy to pursue any of these but they all work together and we would be working on all of them anyway. Lori reminded everyone that we have built a lot of tools like our website and blog. Eric said we have some outstanding accounts and do have some cash flow problems but are not in the red. J.R. DeSpain added that the attractions we have are the assets and the land plan shows lots of the vacant land in Arizona is in Apache and Navajo counties. Water, roads and railways are a huge asset for us if we can get this information to these companies. Eric reported that when we visited with the Arizona Commerce Authority (ACA) and the Greater Phoenix Economic Council (GPEC) we made it clear to ACA members that we have good assets which gave them a better understanding since they don't know what is here. When they met with private land owner Steve Brophy they were made aware that land and water are here, inexpensive and available for projects. Eric noted that we can be a tool for GPEC to work with. Lori said we need to determine how the website and blog get maintained as well as other things we are doing. GPEC told us that we are a lot further than they thought.

Lori continued stating that we have updated the project handout, added the new google plus and are preparing to put our news-letter out. Last month we joined IEDC and they have global competition which can be good for credibility and visibility. There is an award offered through IEDC for a fee of \$110 and she would love the opportunity to complete the application and pay the fee. If we win it will be a good leverage point.

**A motion was made by Paul Watson, seconded by Tom Poschasky  
That the REAL AZ Development Council pay the \$110 fee and to have Lori  
Martinek with Presentation Plus complete the application  
The vote was unanimous**

5. **ACA / GPEC Partnership meetings:** Eric gave a follow up on the meeting we attended with the Arizona Commerce Authority (ACA) and the Greater Phoenix Economic Development Council (GPEC). They offered technical support data which we do not currently have. This would be an opportunity to drill down numbers GPEC offered and an opportunity that will help us.
6. **Work committees needed:** Eric reported that we are looking for individuals to step up and fill the positions that the Arizona Commerce Authority suggested to help organize RADC and keep us current. We are looking to divide this throughout different communities and are looking for chairs to take control and coordinate. Following brief discussion assignments were assigned as follows;

**EDUCATION;** Tracy Mancuso  
**INFRASTRUCTURE;** Greg Loper  
**WORK FORCE:** Judy Bratcher and Tracy Mancuso  
**QUICK RESPONSE TEAM;** Steve North  
**HEALTHCARE;** Paul Watson  
**MAJOR EMPLOYERS;** Rick Evans  
**LIFESTYLE;** Paul Esparza  
**REALESTATE;** (This will be addressed at a later date)

Eric will make contacts regarding these appointments.

7. **REAL AZ Corridor contacts update:** Eric reported last week he had contact with a German based solar company who got information from our website wanting to know if we could establish contact with an existing solar company in Navajo County. Eric said we were contacted by a regional organization in Minnesota that represents 18 counties. They are looking at doing something like what we are doing so the Corridor is getting out there and being heard. Eric said he has made presentations to various councils in the region over the last few months and will make a presentation in Pinetop-Lakeside next week.

**8. Franchise, trademark or ownership of REAL AZ:** Eric reported that there is another organization named the Real AZ Coalition so we will need to discuss trademarking our name. He will be getting back with the group on this issue.

**9. Bureau of Land Management (BLM) Draft**

**Environmental Impact Statement (EIS) review:** There will be a public meeting on the Draft Environmental Statement and they are seeking public comment to determine use of land. If anyone is interested to make comments they will need to get familiarized with it.

**10. Clean Technology presentation:** Sanjay Dhole, Technology Program Coordinator of Maricopa SBDC gave a presentation on the Arizona SBDC Clean Tech Program. They received a clean tech grant in 2010 to 1) work with clean technology companies that will create capital formation, sales and jobs for Arizona 2) create a support network of the organizations that provide education, counseling, training and alliances 3) to move research and development in renewable energy and clean technologies into viable products and services 4) to provide innovative strategic alliances between large and small companies that will increase the number of successful to market outcomes.

They are a non-profit organization and want to move to the private sector. Activities under this program will promote businesses that reduce the use of natural resources and cut greenhouse gas emissions through the development of clean technology products, goods, services and processes that use renewal energy sources. The AZ SBDC Clean Tech program would like to work with the industries in Apache and Navajo Counties by offering; one on one coaching, workshops, mentoring programs, intellectual property portfolio management program, investor readiness program and connector and convener programs. Mr. Dhole said that there will be no charge for the confidential business counseling; they provide practical information and networking opportunities, strategic business commercialization planning risk management and access to resources and connections. He said that while the technology commercialization mode does not provide the answers it does help you to ask the right questions.

**11. Partner updates (time permitting):**

**Greg Loper – Navajo County;** They have received an application for a wind tower southwest of Holbrook and they are securing the permits. There are a few companies kicking dirt west of Snowflake.

**Paul Esparza – Town of Pinetop-Lakeside;** Their figures show they have 19 new businesses with 60 new jobs created.

**Paul Watson – Town of Snowflake;** They have one new business, an auto parts business.

**Tom Poschaski reporting for David Newlin Little Colorado RC &D;** March 20<sup>th</sup> Pat Avery with America West Potash will make a presentation at Northland Pioneer College

in Snowflake from 6 – 7:30 p.m. They did a presentation in Holbrook last week that went well. They want to do a series of presentations over the next three months in Apache and Navajo Counties.

***Hunter Moore – Navajo County;*** The county hosted a discussion on Real AZ on the local TV station. Greg Loper and Steve North gave the 30 minute presentation. It will air in April.

***Dave Roberts – White Mountain Independent;*** The chamber is working on an approach on legislative issues in Phoenix. They are meeting with Jeff Flake’s people on Friday afternoon as part of a tour to officially announce his candidacy for US Senate.

***Eric Duthie - Town of Taylor;*** The location change for the Real AZ Corridor meetings will be postponed due to remodeling. We don’t know how long it will take and they will let us know when the project is completed.

***David Tenney – Navajo County;*** He just returned from Washington DC to encourage the Forest Service to get the contract issue taken care of. They were well received and like what we are doing. He met with the Forest Service this morning and they indicated with everything going on and what they are up against the forest plan won’t be revisited until end of 2013.

***Mark Williams – Larson Waste;*** They are cautiously optimistic in getting units for waste energy at their facility which will create a few jobs.

***Ben File – Preferred Sands;*** Their plant expansion continues and they plan to be on line by the end of April. Judy Bratcher did some job fairs and job offers were made to 14 people, 10 have accepted. They are looking at hiring 10 to 15 more.

***Paul Ferris - Winslow;*** The Mayor and council extend thanks to Eric Duthie on his presentation of Real AZ at their council meeting. They are proceeding with the Route 66 renaissance which should be completed a year from now.

***Christopher Bond - Passport Potash;*** He is the Regional Director and is trying to get more involved here. As far as Passport they will be opening an office in Holbrook soon. They are looking at how they can be a part of Real AZ and how they can benefit the group and create relationships. They see lots of potential with different things the Corridor has to offer.

**12. Next meeting:                    April 12, 2012 12 noon @ NATC**  
**Lunch host: Show Low**

**13. Adjourn. 2:07**

Minutes taken by Kelly Jones, Town Clerk – Town of Taylor