



REAL AZ Development Council

April 14, 2011 – 12:00pm (NATC – Taylor)

Those in attendance: Eric Duthie, David Tenney, Greg Loper, Hunter Moore, Bill Greenwood, Paul Ramsay, Jeff McCormick, Gus Lundberg, Greg Hudson, John Lewis, Hank Rogers, Debbie Rogers, Sharon James, Clint Burden, Nolan Larson, Eric Ritz, Kelly Udall, Paul Esparza, Mark Abram, Cindy Nicolds, Mike Cole

- 1. Welcome / introductions: David Tenney welcomed those in attendance and introductions were made.**
- 2. Approval of minutes from March 10, 2011 meeting - Cindy Nicolds**

Sharon James corrected the Minutes of March 10, 2011 RADA meeting stated she didn't see action on the effective date on the bylaws which should be July 1, 2011

A motion was made by Debbie Rogers, seconded by Sharon James to accept the minutes of March 10, 2011 REAL AZ Development Council as written with correction.

REAL Opportunity in Northeast Arizona. Right Now.
The motion was unanimously approved

- 3. White Mountain Business Owners Round Table (WMBORT) report;
Website "count improvement" recommendation; RADC business recruitment;
Website domain names renewal; RADC objectives and action plan – Eric Duthie**

Eric Duthie reported that last month there was a White Mountain Business Owners Round Table meeting at Torreon and RealAZ made the only presentation. There was a forum for questions about what REAL AZ is and the response was very positive. One individual complained that she could not find the Corridor the search engine. Trevor Allen (a local marketing consultant) explained the steps necessary to improve visibility on search engines.

Mark Abrams reported that Frontier Communications has offered to pay for recruiting visits to potential companies, should they be viable for relocation to this area. Frontier also offered to map the telecommunications infrastructure needs for the company, including installation and donation of that work and equipment as incentives for relocation.

Eric Duthie and Steve North met with Cable One to recruit their membership into the Corridor.

Eric Duthie and Paul Esparza met with Navapache Electric about contributing to the group and becoming active in the Corridor. Both are to present REAL AZ at an upcoming board meeting in May. Eric had other appointments scheduled but was unable to attend due to illness.

Eric Duthie developed a brief orientation presentation that can be forwarded by email to anyone that would like to use it. The presentation has been updated with identification of certain bylaws and other updates. He asked all for assistance in meeting other employers to recruit their support.

Hank asked Eric to come to next board meeting with Economic Development for Apache County (EDAC) to present RealAZ to the board. He has been asked about REAL AZ and people have been impressed.

Nolan Larson offered to fly his plane to help with any visitors or travel needs.

Eric Duthie reported that Dave Roberts (Editor of the White Mountain Independent) attended the luncheon and has become a supporter of REAL AZ and has written a couple of commendable articles about the Corridor. In addition to praise, he identified some weaknesses and suggestions; "The site is not high on search engines" was the major issue he wrote about and offered a resolution for "search engine optimization". Website "hits" are needed from local government employees so everyone should hit the site every day until there are several thousand that would help. Eric asked the group if that was feasible? Debbie said it is very feasible. They had an event with an ATV Jamboree and they are now the number 1 hit on Google. They never paid for any website enhancement. Eric Duthie encouraged the cities and counties to ask their employees to hit the site once a day. He also asked anyone who knows Dave Roberts to tell him how appreciative we are for his support in his editorials.

An email was received from Lori Martinek on domain names we claimed ownership to (about 40) which are due for renewal in May. We need to decide if we want to renew

these domain names at a cost of +/- \$10 each. Sharon Adams asked if it is worth keeping the names so they don't lapse. David suggested we look at it next meeting and decide which names to keep rather than risk someone else buying them. There was concern expressed about the timing of the renewal being too close to the next meeting and the suggestion was made to renew them, if possible.

4. Report of Arizona Commerce Authority grant review – Hank Rogers
The Chair yielded time during item 3 to Item 4, as Hank Rogers needed to leave for a State Board meeting

Hank Rogers spoke with an individual from the Arizona Commerce Authority and there were many grants submitted and awarded. Many went to the larger communities that had plans to create more jobs and our grant only created ½ a job. Urban communities dominate the appointments to the ACA, but an appointment has yet to be made for Apache County. Bill Greenwood reported that some of the people appointed to the Committee will need to step down to make room for the two counties not represented, as Apache County was not the only county without representation.

Negative statements about the HUD Sustainable Communities grant by some “tea party” members in Carroll County, Maryland created some issues and misrepresentation. Flagstaff, Sedona, Glendale are promoting “United Nations Agenda 21” but it doesn't have anything to do with what we are trying to do. We are on their website for the fact that we are offering the HUD grant. We are not a part of what they are saying we are. The problem is the word “sustainability” in the description. We're working on clearing this up. David Tenney has heard from the White Mountain conservatives, as well.

David recognized Hank Rogers as the new appointment to the ADOT board (6 year term). At the completion of his term Navajo County will choose the representative for the next 6 years.

(Item 3 renewed)

Eric Duthie introduced the issue of “next steps” and directed the group to the recommendations made in the grant application to ACA, which are:

1. Marketing strategy
2. Corridor marketing prospects
3. Detailed campaign
4. Website developing (Part II)

During the March meeting, Steve identified items 2&4 as potential priorities for action. Paul Esparza reviewed the steps and advocated that steps 1&4, focusing on advertising the region would help the whole area. Website development can also continue. Each of the communities and counties were asked to budget \$2,000 for the coming fiscal year. It was suggested that Lori Martinek attend a future meeting and present what each step entails.

Eric Ritz reported that, for now, the inquiries he receives concern more of the technical issues of website presence, not the interest we're looking for.

Jeff McCormick said the main issues are membership and marketing. He suggested RADC look at other organizations and their strategies as examples.

Mark Abrams said it appeared that the steps involve more planning with no real action.

Sharon Adams said we need to target audiences specifically.

Nolan Larson said we have resources locally that could get involved in the marketing possibilities. He identified Trevor Allen as a good resource. He uses Allen's services as a web developer.

Kelly reaffirmed that RADC needs to have action and can direct these questions to Lori.

Eric Ritz said the ACA proposal looks good but he wants to hear Lori Martinek's perspective. She developed this proposal for the grant submission and not necessarily for a specific cost for services, if we use her. She has already proven she will work with us on cost and service.

Eric Ritz stated that we are not incorporated yet and should we be before we start cashing checks. He doesn't know what we're going to about that. We could probably move forward on this, but would need legal assistance.

David Tenney offered that Navajo County can continue to hold funds as long as we need but offered Hunter Moore to assist in gathering legal information on incorporation.

Kelly Udall said we need to speak with Lori Martinek, Eric Ritz and Hunter Moore to figure out a structure without becoming a corporation.

5. RADC Coordinator update— Eric Ritz

Eric Ritz reported that the traffic on website is more concerned with placement of advertising, rather than the type of inquiries we are seeking.

6. Community/Partner updates – All

Paul Esparza reported that Pinetop-Lakeside hired Lori Martinek to update their economic development website. Kay Supply opened in Pinetop, and other vacant places are being filled by antique shops. The Maverick Store/Gas Station is close to getting a permit.

Nolan Larson reported they have delivered dumpsters to rim camping areas.

Cindy Nicolds reported the agreement with State Parks has cost \$40,000 but is reducing to \$20,000 to keep Lyman Lake State Park open.

John Lewis reported some out of state investors are starting to make things happen in the area.

Mark Abram reported that Frontier has partnered with Maverick Store to sign up for Frontier and get a gas card. They will be hiring another person in the Snowflake/Taylor area. The job is posted on their website.

Greg Hudson reported the Snowflake-Taylor Tourism group is going strong.

Eric Duthie reported that new Taylor Town Council members will be sworn in on June 1. A water bottling company has visited but things don't look very promising. Taylor has been working with a sporting dog group to help with exposure and networking with those that participate. They have been approached by a sorghum grower who is interested in seeing if they can grow their product here to be used as a bio fuel at Snowflake Power. There are two test fields in Taylor and Holbrook.

Paul Ramsey reported that Subway is supposed to open today and an El Cupidos will be opening in St. Johns. There are also plans for a new motel.

Bill Greenwood reported a Wood Products Association is representing our area at the Green Festival this weekend.

Hunter Moore reported there are possible contacts with a telecommunications call center.

Mike Cole reported there is a possibility of California mandating renewable energy which could benefit Arizona.

Greg Loper reported Navajo County has received proposals from Met Towers five miles west of Taylor. Passport Potash had a marketing event and is 2 to 3 years away from getting underway.

David Tenney reported that Lone Pine Dam Road is an ADOT project and not being handled by Navajo County.

7. Next meeting: The next meeting will be May 12, 2011 at noon at the Northern Arizona Training Center.

8. The meeting was adjourned.

Thanks to National Bank of Arizona for providing lunch.

Arizona Public Service volunteered to provide lunch for the May meeting.

