



REAL AZ Development Council

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

1. Welcome / introductions:

Eric Duthie called the meeting to order at 12:15 welcoming the visitors. He extended a special welcome to Judy Bratcher, WIA Director and thanked Mark Abram; Frontier Communications for providing the lunch.

Those in attendance: Tracy Mancuso, Liz Flake, Eric Ritz, Eric Duthie, Mark Abram, Bill Greenwood, Hank Rogers, Greg Loper, Paul Watson, Jeff McCormick, Steve North, Jim Ferguson, Tom P., Cindy Nicolds, Judy Bratcher, Travis Merrill and Kelly Jones

2. Approval of minutes from May 12, 2011 meeting:

A motion was made by Mark Abram, seconded by Cindy Nicolds

To approve the minutes of the May 12, 2011 REAL AZ Development Council meeting

The vote was unanimous

3. Workforce Investment Act orientation

Judy Bratcher, WIA Director

Judy Bratcher, Workforce Investment Act (WIA) Director reported that WIA provides a training program for employment to get a more educated populace. They work with clients who are low income and those who have been laid off. Judy has been with the program in this area for the last three years. She is here today to give an update adding that they work with grant opportunities through Northland Pioneer College (NPC) and the Northern Arizona Vocational Institute of Technology (NAVIT). They work with clients providing assistance with daycare and mileage or refer them with resources that can help. Their goal is to train individuals to be able to stay and work in this area. They are performance based and their Case Managers are skilled in figuring out what is best for each client and evaluating to help them meet their goals. There are three Case

Managers in this area and they have offices in Winslow, Show Low and Eagar with their home office located in Holbrook. There is a 26 member dual Advisory Board (Navajo and Apache Counties) who meet quarterly looking for members. They look at employee trends and guide students into those areas. Jim Ferguson asked what the REAL AZ Corridor can do to help WIA grow. Judy said they want to know when new businesses come in so they can work with those employers to beginning to create training so those on the mountain can be hired for available positions. Judy said they would also like a link on our website.

4. Wallow Fire report and recovery options **Bill Greenwood, Eagar Town Manager**

Bill Greenwood reported on the impact of the Wallow Fire on the area. He said the current impact for the economy is due to the closure of Big Lake. There is currently only one road open for access to the lake.

Hank Rogers said that both sides of the road at Hannagans Meadow were badly burnt but ADOT opened the road and then there was a cloud burst. There was 4 to 5 feet of mud, rock and timber from both sides of the mountain and boulders dislodged trees. Hannagans creek was 12 to 15 feet deep and 20 feet wide for a mile. All communities in that area will have to deal with what happens with the rain. Fortunately the road was not taken out.

Bill said hunting will not be cancelled and Game and Fish will be working with the Forest Service to prepare an opening for hunting season. They started straw dropping and a seeding contract yesterday. Flooding will be based on the severity of the burn. They have been working on drainages cleaning them out. Bill said Eric Duthie sent two individuals from the Town of Taylor who spent two days working on this. They got the main drainages cleaned out and sensors were installed up stream for a 40 minute warning for floods.

The group went on to discuss logging salvage and it was mentioned that the volume is huge and will be more than Apache County can handle so it could affect Navajo County. There will be a meeting on salvage logging tomorrow at 9:00 at the Eagar Town Hall.

In answer to Paul Watson's question about the lodges Bill said none are closed at this time but there is no phone service at Hannagans Meadow and they are looking at possibly three months to get back in service. Mark Abram with Frontier Communications said they are looking at satellite phones.

Eric Duthie said we need to find a way to get the message out that the mountain is open. Paul said we have been doing email blasts that things are still going on. Dan Davis from High Roads will air a show on Saturday about our area and it will have some good information and good footage. We are trying to get the word out that all of events are still going on but we do need to know if there are any certain areas closed. Bill said Eagar Days will continue on the first Saturday in August. Eric Duthie asked if there is some way to get some good pictures to distribute through our group and blast to the social media to deliver the message quickly to help get the information out. Tracy said we need to incorporate that there was a fire with the fact that there are places to go. They can send pictures to Eric Duthie and he will forward them on to members. Tracy added that you never know who will see them that may be affected. Jim Ferguson said he agrees but noted that we need to be careful of that balance with the environmentalists. Hank said an environmental group has met for a few weeks exploring options regarding miss-management of forests a presentation will be given tonight. He can arrange to have a spokesman from their group report at our next meeting if there is any interest.

Bill said monitoring was talked about last year through the White Mountain stewardship project if we need to do this type of treatment. Jim added that he feels there is more understanding now on managing the forest.

Eric Duthie said all members received notes from Lori Martinek offering her thoughts and recommendations on the Wallow Fire recovery and REAL AZ. Eric said we need to draw our attention to what the REAL AZ Corridor needs and what we can do to make people aware. How do we as a group get this across alone or do we need a professional to do it for us. Opportunity in Northeast Arizona. Right Now.

Tracy stated that she feels we need to pick a focus and start in that direction with some help.

Eric Ritz said we have had many options for the last few months and now is the time to do something with Lori at our side. We have a checking account and a cash flow and can sponsor ourselves. We should pick which contracts we want to do with Lori. Tracy agreed with Eric and said the focus should identify each area with their strategic plan. Maybe we could start with these businesses and get the momentum started.

Eric Duthie said we will have the money to do this and it would be most effective through electronic media hit with emails and whatever we can do to become aggressive and now is the time to move forward.

Jim said we have looked into the Sun Corridor and it looks like they are marketing all of Arizona and Eric Duthie added that we need to look at how we can take advantage of what they are trying today. He referred to the three tools of Lori's advice; targeting, website and social media out reach. We could talk to Lori and get a price and determine if we want a special meeting.

Jim supports this idea adding that we have lots of experience and Lori has lots of skills and we want to make sure she can help us.

Mark said the question is what do we target?

Steve said he would like to see an overall plan for steps with the funds we have. We need to list and prioritize.

Jim said we need to engage Lori immediately and let her know who we want to reach out to and then talk about other markets. It is a partnership process to work with Lori.

Eric Ritz said we need to call Lori and let her know how much we want to spend and engage her so she feels comfortable and then she can go to work.

Mark noted how none of us have time needed to get this started so he feels Lori should be contracted.

A motion was made by Paul Watson, seconded by Jim Ferguson that we allocate up to \$30,000 for marketing for whatever we decide we are going to do and work with Consultant Lori Martinek.

Cindy Nicolds asked if once we start billing will it change the players in this meeting and could it potentially change this decision made today. It was mentioned that the ones that play the majority are already sitting at the table.

Motion carried unanimously.

Eric Duthie said we will get moving in this direction and contact Lori Martinek.

5. RADC Coordinator update

Eric Ritz, RADC Coordinator

Eric Duthie reported for Eric Ritz who left the meeting early. There have been no hits on the website. We are continuing to receive contact from marketers who wish to advertise on our website.

Eric Duthie said that a Rural Development Conference will be held in conflicting schedule with the RADC August meeting and asked the group to consider changing the date or postponing the meeting until September. Taylor is hosting a pre-conference workshop on July 26, which is included in the registration fee at the Northern Arizona Training Center from 10 am to 3 pm and lunch will be provided.

A motion was made by Paul Watson, seconded by Cindy Nicolds To schedule the next REAL AZ Corridor meeting for August 18th and to hold the meeting if it is necessary. If not, to proceed with the September date. The vote was unanimous

6. Community/Partner updates

Liz Flake reported the area was approached by a small business representative in Round Valley about accepting applications. She asked if anyone knows a small business center they are available to help. Please direct those in need.

Liz said they will be offering small business workshops with the first one next Monday. They will be held in Show Low, Snowflake, and Winslow and on the reservations. If anyone knows of anyone in the community who may be interested please let them know. Liz said that NPC is a resource to get the workforce we need.

Jim Ferguson said they support Arizona Forest Restoration and it would be good to get an update to talk about what is going on and what we can do to help push it.

Jim said Winslow is on list for private prison sites and they would like the support of this group. Winslow needs these first 1000 beds due to their unemployment and the economy.

Cindy Nicolds reported that John Sorensen representative on work force has information on the up-coming Potash business in the area and the large impact it will give. They are working and want to get the workforce ready. This will be on the next agenda of the International Brotherhood of Electrical Workers.

7. **Next meeting:** Will be held September 8, 2011 at 12 noon at the Northern Arizona Training Center in Taylor.

The meeting was adjourned at 2:16

I hereby certify that the foregoing minutes are a true and correct copy of the Real AZ Development Council meeting held on the 14th day of July, 2011. I further certify that the meeting was duly called to order and that a quorum was present.

Dated this 15th day of July, 2011

Kelly Jones
Town Clerk
Town of Taylor

