



REAL AZ Development Council

Minutes of Meeting held on
September 8, 2011 – 12:00 pm
Taylor Town Hall
425 Paper Mill Road
Taylor, Arizona

Present: Nolan Larson, Jeff McCormick, Greg Loper, Homero Vela, Eric Ritz, Paul Watson, Jim Ferguson, Eric Duthie, Liz Flake, Travis Merrill, Mark Abram, Hunter Moore, Judy Bratcher, Sharon Adams, Kelly Jones and Lori Martinek via phone call

Eric Ritz informed those in attendance that as of October 1, 2011 he will no longer be employed by Navajo County. Eric said he will continue to participate with REAL AZ Corridor as a business owner.

1. **Welcome:** Eric Duthie called the meeting to order at 12:13 welcoming those in attendance. Introductions were made.
2. **Approval of minutes from July 14, 2011 meeting**

A motion was made by Jim Ferguson, seconded by Nolan Larson
To approve the minutes of the July 14, 2011 REAL AZ Development Council meeting as written
The vote was unanimous

3. **Executive Committee resignation/nomination. *Eric Duthie***

Eric Duthie reported that Cindy Nicolds has relocated and will no longer be with the REAL AZ Development Council. Someone will need to be appointed to the Executive Committee to replace her. Eric said he and David Tenney have discussed this and they both feel comfortable with someone from the business sector being appointed.

A motion was made by Eric Duthie, seconded by Jim Ferguson
To nominate Mark Abram to fill the vacant seat on the REAL AZ Development Council
Executive Committee

There were no other nominations.

The vote was unanimous.

4. Status of projects contracted to Presentations Plus.

Consultant Lori Martinek was present via telephone and thanked those in attendance to be working with the Corridor again. She said she was unable to attend the meeting today but will be at the October meeting. Lori reviewed the project timeline and due dates for submissions from the communities. She has worked on three primary projects and is ready to pick up and work pro-actively.

In August she began Phase II of the website to include Search Engine Optimization (SEO), adding a blog, social media and resources. She began a Marketing Outreach Strategy and needs the correct data for communities and counties in order to create an updated inventory. Lori asked those in attendance to get this information and send what they feel is important for their community.

Later this month Lori will develop an electronic newsletter template and asked for addresses for contacts and she will create a data base. She intends be done with newsletter the first week in December.

Website Phase II will make the Corridor more searchable to make users more aware we are here. They are currently working on this expansion. This will address the concerns expressed earlier that people could not find us on the website. There are other corridors in Arizona so there will be no confusion of who we are. She will create and add a Blog so we can talk about what we have to offer. This will be a good way to way to put ourselves out there. The goal is to drive people to the website and to sign up for the newsletter to find interested parties so we can reach out to them. This will be available through You Tube to have capability of having a video. Three weeks from now the project should be in place please.

Lori said she expects things done on September 28th and added that it will never be completely finished because we have the ability to update and add information every day. We will have a banner and propose to get another one for the newsletter, the slogan will be "AZ Energy News".

Mark Abram asked about the November 10th date to have contacts to Lori but she wants to be up and running in October. Lori said this will allow time to build the first data base and meet the December deadline for the first newsletter. At the October meeting we will discuss doing a session for setting goals of marketing strategy and get input on what the Corridor wants to achieve.

Mark asked if there were any other ideas for naming the banner. He feels this name is pointing toward energy when we are pushing industry of all kinds. Lori there are some alternatives we can talk about. "Real News" was suggested she will work on some other suggestions. She is

looking for resources economic development or energy development that may or may not directly apply to the Corridor. They can send them and then we can decide if it is a good idea or not. The key is what can we do to keep the website. Sharon Adams said that if we build a resource page we could link things to it. She is working on a series of white pages that can be added. Lori stated that the proposed potash business is a good category and a perfect resource. The information they currently have for counties and communities was gathered a year ago many may have additional information. Eric Duthie mentioned that this group is subscribed to ESRI and authorized to move forward for this year. Greg Loper said the ESRI data would seem to him to be the best source of contact and would be a better source for the communities.

5. Winslow Correctional Facility development support letter.

Jim Ferguson reported on the statewide proposition for the availability of 5000 prisons beds that have bids from five different locations including Winslow. They have had hearings and excellent turn out in Winslow with 400 people in attendance which was more than any of the other meetings held in other areas. There was lots of county representation and 25 people spoke as private business owners with only two speaking against the proposition. Jim said it is important that the Department of Corrections knows the City of Winslow is interested in some of these beds. The Department of Corrections (DOC) still need to pick sites and companies so the question is what company and location(s). Jim said a decision will be made on this next week and they would still like a letter from the Corridor stating regional support. Nolan Larson said he attended the meeting and it was very well put together. The presentation was good and every question was answered. Jim added that this would create 250 direct jobs and would impact the entire region. The Department of Corrections has said they will try and fill the positions locally.

**A motion was made by Eric Duthie, seconded by Sharon Adams
To issue a letter of support to the Department of Corrections from the REAL AZ Corridor to be
drafted by Hunter Moore
The vote was unanimous**

6. Potash project update. *Homero Vela*

Navajo County Public Works Director Homero Vela addressed the attendees regarding the proposal from Passport Potash for the Potash Project from Passport Potash to be located 7 miles east of Holbrook. Navajo County Planning/Zoning Director Greg Loper reported that this project could employ up to 500 depending on the type of mining they decide to do. This is a long term project that will hire generations of families since there is at least 80 years of mining that could take place. Over view of the map indicates there are 70,000 acres of land under contract. Greg said that the potash was found in a survey that was done in the 1960's and 1970's. He explained that potash is the common term used for fertilizer forms of the element potassium (K). It is used in fertilizer, livestock feed supplements and industrial processes to name a few. There are not a lot of potash locations in the world. Canada, Russia and Belarus

currently produce the bulk of potash. Greg said there will be more of a demand for potash and the hope is for the site near Holbrook to be operation in two to five years.

There are two types of mining solution and traditional and both are low impact on the landscape and are not open pit. Homero said there are 205 billion tons of potassium minerals within the Holbrook Basin which competes with the largest in Canada and we have a very good transport system to offer with a railroad and an interstate. They see lots of opportunities for this area and are very interested in making this happen. Greg addressed the permitting process and said that at this time most reviewing agencies are not involved. Navajo County does not have a process regarding building permits for them to follow. If they do solution mining the Environmental Protection Agency (EPA) will need to be involved. Sharon Adams asked if there are figures on the amount of water they will use. Greg said it is hard to say at this time. Solution mining is not as good as but some of the water can be reused with this method. He added that there are no known substitutes for potash. Lori Martinek asked at what point we can start talking about the potash proposal and put it on our website. She was told we can get her the contact information.

7. 4 Forest Restoration Initiative (4FRI) update. *David Tenney*

Hunter Moore reported that the Requests for Proposals (RFP's) have been put together by the Forest Service. The bidding was closed on the 6th and a number of bids were submitted. Regional Forester Chief Tidwell said the bid will be awarded something in October.

Hunter said the Forest Service had a meeting was held last week to discuss the proposed action that will control the industry when they start the contract. Action was put out and the stake holders provided information on what they did and did not like. The county wants this to stay together and will put a strong push that it needs to be an alternative. This will be wrapping up within the next month. This is a big employer and important for the health of the forest. Hunter said the Corridor could give a letter of support.

A motion was made by Paul Watson for the REAL AZ Corridor to offer a letter of support for the 4 Forest Restoration Initiative (4FRI) for inclusion of large tree removal and to have Hunter Moore draft the letter.

Jim Ferguson asked if there are any other options. Hunter said the opportunity is that it should not be the only alternative but the proponents of it are looking at we have worked for over a year. Jim said he would like to see if it is the best alternative. Paul Watson said if some of our industries are not in favor of this it could kill the deal then what do we gain. This process has been one of compromise there has been so much time and effort put into this he would hate to see it killed.

Paul Watson withdrew his motion. Sharon Adams asked if we have more time regarding this issue. Hunter said he can draft a letter by the next meeting and buy time to talk to industrial

groups and we would we be able to look at a motion at that time. The group agreed to this suggestion.

8. RADC Coordinator update. *Eric Ritz*

Eric said he does not have much to report on at this time. We will need some participation to be able to continue some of the efforts. Eric Duthie said we need to see how quickly some respond to the invoices for annual dues, as Eric Ritz distributed during the meeting. RADC agreed to compensate Presentation Plus as the project proceeds.

9. Community/Partner updates. *All*

Sharon Adams reported she is working on a series of white paper for information on their site, which can be added to the RealAz Corridor site. Lori liked this idea.

Jim Ferguson reported on the ADOT project doing two main entrances into Winslow. He said it looks great with all new lighting and traffic lights. The Council will ask for an extension of the project's 5th phase for an extension of down town to the east end of La Posada. The West entry is completed and looks good.

Judy Bracher reported that the State is looking at where they feel WIA is supposed to be and they are meeting with David Tenney on what they are actually doing.

Liz Flake reported that small businesses classes are scheduled through the end of the year at Northland Pioneer College (NPC) and will be cycling around NPC campuses. She reminded everyone that NPC can help with training for small businesses.

Hunter Moore thanked the local businesses involved with the Sweet Triathlon held during the Sweet Corn Festival last weekend. He said that Nolan Larson is one of those to be credited. He also thanked managers Eric Duthie and Paul Watson for allowing the organization to work with the towns to make the event successful. He said much credit goes to Jeremy Neff and from all accounts the triathlon went very well, was well done and well attended. He said people were very impressed with the quality of people we have here. There were over 100 attendees and 40 volunteers and the money they raised went to the swimming pool in Snowflake. He said at least half of the participants were not from this area.

Homer Vela said he feels the work this group is doing is essential since job creation is important for us. The commercial development they are trying to bring in is very important in this recession where things are not going well. We need to try to help ourselves

Greg Loper said recently a Solar Power Business was approved for a facility at Dry Lake. The construction is scheduled to start within a month or two.

Nolan Larson said he had an opportunity to visit with an individual involved with turning waste into fuel. She has received email from ADEQ and some research will need to be done. If it goes through Nolan will be talking with Greg and Paul. There are two other companies looking for places to demonstrate waste energy. He will be going to Texas next month for a waste energy business development meeting.

Jeff McCormick said that for those who don't have an economic developer on their staff he is willing to help with strategic planning or to give advice.

Travis Merrill said in this region, small communities have the opportunity to have small business and we need to think of those as well when we are having discussions.

Mark Abrham reminded everyone of the coming up Navajo County Fair.

Eric Duthie reported he had an opportunity to host the Arizona Commerce Authority (ACA) Executive Director for Rural Development, Keith Watkins, for a few hours in the region. Eric said they talked about the Corridor and how our role is to represent and promote our region. Mr. Watkins was told we don't want a hand out, rather, we want a contact. He was very supportive and Eric is hopeful there will be some contact and we can rely on the active support of the ACA. He wants to come back and visit with this group in October or November and wants to know what we want for this region.

Eric said if anyone has emails they want sent out they can get the information to him. Communication is a big key to everything. We are trying to let people know who they can talk to. Eric asked everyone that received emails from him to please forward them on.

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At the last NACOG Economic Development Committee Hunter Moore gave a presentation on the Arizona Forest Restoration. They asked for a resolution of support which could help establish an OSB Plant in Winslow.

Eric said we need to get the word out to businesses within the Corridor of what we are doing and that we need their support.

10. Next meeting: October 13, 2011 12 noon @ NATC
 Lunch host: Lori Martinek

11. Adjourn: The meeting was adjourned at 2:18