

**NORTH CENTRAL WASHINGTON ECONOMIC DEVELOPMENT DISTRICT MEETING**  
**Board and Membership Meeting**  
**January 14, 2015**  
**8:45-10:45**  
**Chelan City Hall- 135 Johnson Avenue**

*Chris Branch opened the meeting at 8:45 am and invited all to make introductions*

**MEMBERS PRESENT**

Wendy Isenhart, City of Chelan  
Harry Raab, East Wenatchee  
Kurt Danison, multiple  
Keith Soderstrom, Waterville Chamber  
Bill Haven, City of Entiat  
Jim Huffman, Port of Douglas  
Ken Stanton, Douglas Countu  
Stacy Luckensmeyer, Wen. Valley College  
Steve King, City of Wenatchee  
Wendy LeSesne, Cashmere Chamber  
Russell Clark, City of Rock Island

Terry Mattson, WSDOT  
Chris Branch, City of Oroville  
Roni Holder-Diefenbach, Economic Alliance  
Jim DeTro, Okanogan County  
Craig Larsen, Port of Chelan

**GUEST**

Gary Begin, Lake Chelan Mirror

**EDD STAFF**

Amy Massey  
Carol Cowling

**Consent Agenda**

Chris Branch presented the consent agenda, asked for questions or discussion.

**MOTION to Approve NCWEDD December 10, 2014 Board meeting minutes** made by Ken Stanton, seconded by Wendy Isenhart. All approved. Motion passes.

**MOTION to Approve Plug In NCW December 16, 2014 meeting minutes** made by Wendy Isenhart, seconded by Ken Stanton. All approved. Motion passes.

**Presentation**

Shiloh Schauer, Wenatchee Valley Chamber of Commerce, shared about Chelan Douglas Trends, the informal economic development group, the Wenatchee Valley community guide, and goals to grow partnerships in the region. CD Trends will be an integral part of the 2015 “Wake Up Wenatchee” series. To create awareness of the trends, and to highlight the partners working to make the region better, there will be 6 events in the series, sponsored by Numerica, based on 6 of the indicators.

The informal ED group exists to share information, and it leads to collaborations such as the Maker Space, and to define the regional vision, and the economic challenges, and “what do we want to be” in the future. Hope to visit “Priority Spokane” as a model. Outreach and collaboration for partnerships for great progress. WVCC grew from 505 members up to 609 members! Goal is 750. Shiloh opened the floor for questions and discussion.

Discussion to include Okanogan County in the CD Trends, and continue outreach to broaden the support, and to interpret the data and build the conversation around it, and then the sponsors will understand that the community values the trends, and then to create “action points” for impact to “move the needle”. She offers the advice to reach out to gather input for selection of the new 2015 indicators.

## **Presentation**

Steve King, shared about the Wenatchee Mayor's Maker Forum. 133 people attended, it was very successful. Steve toured maker shops in San Francisco, that have retail space, areas with tools and makers, a computer lab co-working, code development, and electronics labs, 3D printers, and conference rooms for classes. There is a groundswell in Wenatchee of local interest, and STEAM involvement for real life applications. Jim Huffman suggests tapping into the skills and willingness of retired people because Maker Spaces can bring together youth and elders. Steve says we are out of the information age into the "participation age" to combine horsepower for innovation.

## **Board Chair Report by Chris Branch**

- **EDA Disaster Recovery Grant.** Chris shared that the grant was submitted, returned for some needed input on the in-kind match, and has been re-submitted.
- **Project Prioritization Process,** Wendy Isenhart. Open call until end of February, please share, and push for the needs in the community. All the information is linked on the [www.ncwedd.com](http://www.ncwedd.com) website. Wendy encourages board to discuss and bring in any Letters of Interest. All that submit will get ranked, and then the top 3 that are deemed ready to go, will get staff time and attention. Any and all projects will get help and guidance. Get the word out. Closing date is February 28<sup>th</sup>. Wendy emphasizes that the process needs to be fair. Committee needs to convene! Members are Chris Branch, Kyle Desautel, Ken Stanton, Roni Holder-Diefenbach, Craig Larsen, Wendy Isenhart, Jim Huffman. Craig will chair the committee. Feedback will be given to any submissions that are deemed not ready to be ranked. Committee will clarify the selection criteria.
- **Plug-In NCW "Current Fest"** event in June 2015. Big event, big event. Plug-In committee will present in February. Insurance is an issue that needs to be looked at carefully.
- **2015 EDD dues letter and invoice.** Best accomplishment is that we convene and have the regional conversation about the economy of NCW to impart important information. Letters will go out to existing members. We also need to send a different letter to solicit new members and include Chelan County, and to provide value to the private sector. Shiloh suggests the importance of the value of cross-promotion and relationships among entities. Craig suggests product development, rather than marketing, with an internal focus this year. Amy will send out text of the draft of the letter to the membership for input. Chris will finalize and approve and sign the letter.
- **Chelan Douglas Trends website,** newsletter and trainings with Dr. Jones. EDD is the coordinator of the website. Discussion about how it came under the EDD. Craig Larsen questioned the value of the social indicators, rather than strictly economic indicators. Steve pointed out a factsheet that Jennifer compiled, it's linked on the edd website [www.ncwedd.com/links/about-ncw](http://www.ncwedd.com/links/about-ncw) .

## **Chelan Douglas Trends contract for website maintenance and newsletter**

**MOTION to Approve** both contracts. Wendy makes a motion to approve the contracts for one year, Kurt Danison seconded. All in favor. None opposed. Motion passed.

## **Committee Report: REVTeam report - revisioning of NCWEDD**

Wendy Isenhart presented the REVISIONING process with a powerpoint overview of the process that the committee went through. EDD is a Communicator, connector and collaborator - a tremendous scope with existing resources. SWOT analysis looked at NCW, second SWOT focused in on the EDD. Plans to interview those outside the EDD for their perspective. Wendy will develop questions and plan to talk to partners. The observation that the EDD is a "mile wide, inch deep" is both the challenge and the weakness. The depth is in the membership. Discussion of an economic "summit" annually to present and share information. The challenge is how to capitalize on value of what we have.

### **Committee Report: Search Committee for new EDD director**

Chris will connect with Karen on the process and plans. Tabled discussion for now.

### **Monthly Budget**

Carol Cowling presented the monthly budget.

**MOTION to Approve** presented budget. Ken made motion to approve budget, Kurt Danison seconded. Budget approved.

### **Nominations for 2015 EDD Board committees**

Chris Branch suggests that everyone stay on existing committees. Each committee can identify a leader, and provide a report for the next meeting. Ken motioned to approve the committee list, Wendy seconded. All approved. Chris offers anyone to volunteer to join any committee. List of committees and members is on the website [www.ncwedd.com/membership](http://www.ncwedd.com/membership) .

### **Washington EDA dues**

**MOTION to Approve** payment of \$400 annual WEDA dues made by Ken Stanton, Kurt Danison seconded. All approved. Carol will pay the invoice provided.

### **Improvements to [www.NCWConnect.org](http://www.NCWConnect.org)**

Amy asked for suggestions for further improvements and asks board to approve up to \$600 to work with web designer, Blind Renaissance, who built the website. Question posed about keeping 2 websites separate, or combining. Stacy will check with WVC about that issue.

**MOTION to Approve expense** made by Roni, Stacy seconds. Discussion on how to better promote the site. Stacy feels that it's important to maintain separate sites. Craig asks if it's worth the time and resources, since it's not heavily used. Decision is tabled until next meeting. Motion to approve is on the table. Roni withdraws the motion because more information is needed. Amy suggests board look at [www.ncwconnect.org](http://www.ncwconnect.org) website and give input or feedback. Stacy will report from WVC perspective.

### **New Business**

Steve reports on GWATA's call for Innovators for annual Innovators Award Luncheon.

Roni shares the upcoming opportunity of Rural Pathways to Prosperity conference, a video-conference meeting for local conversations.

**MOTION to adjourn** the January NCWEDD Board and Membership meeting. All in favor, adjourned.

**Next meeting: Wednesday, February 11, 2015**

Minutes submitted by Amy Massey

*The mission of the NCWEDD is to promote diversification and development of existing and potential economic opportunities that enhance the stability and future of the NCW region.*