

NORTH CENTRAL WASHINGTON ECONOMIC DEVELOPMENT DISTRICT  
(NCWEDD) BOARD and MEMBERSHIP MEETING

June 11, 2014

8:45 – 10:45 AM

Chelan City Hall – 135 Johnson Avenue, Chelan, WA

MINUTES

*A quorum is established. Karen Rutherford called the meeting to order at 8:47 AM.*

**MEMBERS PRESENT**

Wendy Isenhardt, City of Chelan  
Karen Rutherford, City of Wenatchee  
Ken Stanton, Douglas County  
George Buckner, City of East Wenatchee  
Stacy Luckensmeyer, Wenatchee Valley  
College  
Mark Spurgeon, Port of Douglas County  
Chris Branch, City of Oroville  
Kim Ustanik, Manson Business Association  
Roni Holder-Diefenbach, Economic  
Alliance

Kurt Danison, Cities of Tonasket, Omak,  
Brewster, Pateros, Twisp  
Ron Johnston-Rodriquez, Port of Chelan  
County  
Jim DeTro, Okanogan County  
Commissioner  
Russell Clark, City of Rock Island  
Kyle Desautel, Confederated Colville Tribe

**NCWEDD STAFF**

Jennifer Korfiatis  
Amy Massey

**Approval of Meeting Minutes** - May 14<sup>th</sup> 2014 EDD Board meeting, May 15<sup>th</sup> 2014 Plug In NCW Board meeting, June 3<sup>rd</sup> 2014 Finance Committee meeting. Via 97 Committee meeting minutes not yet available, per Jennifer. Edit needed to Finance Committee minutes to note that Ken Stanton was unable to attend June 3<sup>rd</sup> Finance Committee meeting. Amy will make this edit.

**ACTION ITEM** - Motion to approve all Meeting Minutes as edited, made by Ken Stanton. Seconded by Wendy Isenhardt. All minutes approved. Motion passed.

**Administrator's Report** - Jennifer Korfiatis

- **CEDS** document, assuming it's approved, goes in mail today.
- **Export Seminar** - Workshop was held on June 4-5 at Confluence Technology Center, in partnership with WSDOC, Moss Adams, GWATA, Export Finance Assistance Center. 10 businesses were represented, with an attendance of 22. The workshop was very well received. EDD is conducting participant survey now, comments are very supportive and positive. Wendy Isenhardt confirmed the positive feedback, and that it was a great value.
- **TOTA/RV project** - Logo was revised and approved. EDD Board input was included, and it's ready to go. The website is in draft form, and it's under review by Via 97 Committee now. Goal is to begin promotion by end of the month.
- **EDA Tourism Funding grant** – This grant has two parts: 1) Training for front line staff with board game and mobile app, and 2) an annual primary research collection. We were hoping to submit it by June, but were advised to postpone submission. Grant is nearly complete, was submitted for initial review by EDA last week; EDD told we would not be

- competitive during this round based on other projects. Dr. Ebinger, WSU University Center, is meeting with EDA staff tomorrow to discuss how to make it more competitive. Meanwhile, EDD is moving forward with primary research, just more slowly. Draft budget is in the ballpark of \$50,000 at this point.
- **VIA 97 Meeting** – Members of the NCWEDD Via 97 Committee travelled to Oroville last week to meet with the TOTA group. Wendy Isenhardt shares that TOTA has a strong interest in Portland, a new market for them, and that this will bring travelers through NCW, in an “international cross current.” Kurt Danison shares that TOTA is well-funded from federal and provincial government, that TOTA encouraged the EDD to look beyond the RVers, to other markets, and to focus on things within 4 hours of home. Committee shared the changes for tourism at the US/Canada border, with the requirement of a destination address, and how this might impact casual travelers, as well as the use of webcams. Jennifer shares TOTA’s interest in a joint conference, possibly in October, focused on VIA 97.
- **Plug-In NCW** – Ron Johnston-Rodriquez presented that Plug-In NCW is at a stage of growth and opportunity.
  - Event at Pybus. Displayed 8 EVs, an electric bike and Polaris ATV, etc. It was busy, talked with lots of people. Pybus will continue to be a great venue.
  - Event at Methow. North Cascades Rally of Discovery. About 25 people participated, 11 EVs, 2 nights lodging at Mazama Country Inn. Mostly Teslas, a Volt and a LEAF, and people came from all over, including South Carolina and Canada. There were fun events, they captured great photos and stories for the website and the public attended. People gave cash donations, and the event was thousands in the black, and someone even donated a new charging station.
  - Gary Taylor attended the Travel Writers’ Show in Spokane. 20-30 writers expressed interest! Much new interest is being generated. Charging stations going in, 18 stations in NCW, soon will have 21. Some can charge up to 4 charges at a time. With installation at New Halen, the Cascade Loop will be completely electrified.
  - Future events and plans - Continuing series of events, a marketing plan to promote the charging stations, seeing a 60% increase in purchases of EVs. Dealerships starting to carry EVs, even some used EVs for sale. The first winery getting a charging station, coming soon in Chelan.
  - Kudos from the EDD committee to Ron, and the Plug-In NCW committee for these successes. Jennifer noted the success with travel writers. The new website has an updated map of the locations. There’s a mobile app.

Jennifer going on vacation, from June 24-July 4.

**Comprehensive Economic Development Strategy** - Karen presented the CEDS document. Jennifer asked EDD Board to review and consider adopting the Action Plan (has been on the website), consider continuing support to Plug-In NCW, grow the partnership with TOTA, continue regional entrepreneurship with Wenatchee Valley College and continue support of [www.NCWConnect.org](http://www.NCWConnect.org). She mentioned the importance of outreach about the EDD. Jennifer has done roughly 6-8 outreach presentations per year. She asks the board to consider how they can carry forward the outreach. Karen asks EDD staff to facilitate, coordinate and track these presentations. Also, Jennifer asked the board to consider the conversation on regional visioning, and to keep NCWEDD represented in the conversation. Karen added that the meeting tonight is hosted by the TEDx group (OUR PUBLIC POWER: THE NEXT GENERATION, Wednesday June 11th at 5:30 at the PAC).

**ACTION ITEM** - Ken Stanton made a motion to adopt the Comprehensive Economic Development Strategy annual workplan. Chris Branch seconded. All in favor. Approved.

**Priority Projects** - Jennifer presented the rankings on behalf of the committee. 4 applications came in, the Project Prioritization Committee ranked 3. Committee recommends;

1. Leavenworth Ice Pavilion. Ranking #1, letter of support, and allocation of up to 10 hours of support for fund sourcing.
2. City of Wenatchee, BNSF Ranking #2, letter of support, and allocation of up to 10 hours of support for fund sourcing.
3. DOT Relocation. Ranking #3, letter of support.

**ACTION ITEM** - Ken Stanton made a motion to approve presented recommendation of priority projects. George Buckner seconded. All in favor. Approved.

**Update on Quest Revolving Loan Fund** - Karen Rutherford presented the “symbiotic but informal” request from Quest. Recommendation from the Executive Committee is informal, it’s not the NCWEDD making this recommendation. Quest will receive a list of willing EDD board members interested, Quest will contact anyone on this list, who are voluntary, not acting as a EDD Board member, but their own organizations or associations. If anyone is interested, please let Karen Rutherford or George Buckner know.

George Buckner shared some information about the Quest board operations. Quest Board members can only be from Chelan or Douglas County. It’s a revolving loan fund, there are 3 funds, (2 community block grants, and one EDA grant). Karen recommends this endeavor and thanks George for the opportunity. Meetings are only called when there is a loan application, all issues are confidential. George Buckner welcomes any questions at his office 509-663-5711.

**Kinross update** - Roni Holder-Diefenbach shared that Kinross pulled their permit, waiting on exploration drilling. Kinross has been waiting on the approval of the DRAFT permit from the US Forest Service since 2009. Ferry and Okanogan Counties will be heavily impacted by this. The Economic Alliance is working with Kinross to hold community meetings in affected communities, and is doing a survey on what resources are available to affected people. Kinross is planning to transfer individuals to other sites nationally and internationally to relocate. Economic Alliance is working with WorkSource Okanogan for dislocated workers transition support, and with Employment Security on Trade Act Assistance to businesses that shut down, if eligible and if available. 260 or 350 individuals are impacted, all losing living wage jobs. Jim DeTro shared the potential extreme economic impact on Ferry County, and how this will impact the entire region, and how it occurred despite support from Washington elected officials. Karen Rutherford asks what can the NCWEDD Board do? Jim DeTro suggests all can get involved. Chris Branch suggests the EDD Board get educated on the details, and look at the issues and impacts in context of the tax burden in order to understand the dynamics on a national level. EDD Board members would like to see more details and understand the economic impacts to the region. Roni Holder-Diefenbach will provide numbers. Discussion was cut short due to time constraints.

**Budget Modifications** - Jennifer presented budget modifications on behalf of the Finance Committee, as there is \$5700, more or less, to spend. Finance committee discussed two options:

1. Allocate support to promotion of RV Traveler project (last year the EDD Board authorized development of the logo), jointly with TOTA.
2. Tourism research effort, to help jump start this effort, to get this further down the road.

A third request was offered by Ron Johnson-Rodriquez for new “wraps” at cost of \$300 each to support marketing efforts by Plug-In NCW.

Karen Rutherford points out that fiscal responsibility led to the “surplus” and asks EDD board to support areas already prioritized with funds and time, and to fund what EDD board has already been supporting throughout the past year. Jennifer recommends a percentage allocation rather than a dollar amount. Karen Rutherford calls attention to the operational budget draft and that Plug-In NCW carries a large percentage of the in-kind match for the EDD. Karen also suggests an on-going cycle of collection of requests for the Finance committee to consider, throughout the year, and to have a “project enhancement” as an actual line item. Questions and discussion about whether or not this is a bypass of the project prioritization process.

Kurt Danison offers a suggestion of 50% for primary tourism research, 40% to TOTA project, and 10% but not to exceed \$300 to Plug-In NCW for marketing.

**ACTION ITEM** – Mark Spurgeon made a motion to approve 50% for tourism research, 40% to TOTA, and 10% but not to exceed \$300 to Plug-In NCW. Wendy Isenhart seconded. All in favor. Motion passed.

**Draft of 2014-2015 budget** – Finance Committee presented draft budget for approval. Jennifer pointed out a change that the previous Administrative Coordinator was contractual, and the new Administrative Coordinator is staff.

**ACTION ITEM** - Ken Stanton made a motion to approve draft budget as presented. Seconded by Mark Spurgeon. All in favor. Motion passed.

Karen Rutherford points out that that we are on mark for unrestricted funds, and offers thanks to Jennifer and Carol for that.

### **New Business**

Kim Ustanik shared information on a series of concerts in Manson, on Sunday nights, working with a local non-profit for ticket sales with profit sharing on pre-sales, as part of the “Chinook Run” and asks EDD Board to put up posters around region. Tickets online at [www.summermusicseries.com](http://www.summermusicseries.com) which redirects to [www.facebook.com/mvsmusicseries](http://www.facebook.com/mvsmusicseries).

Ken Stanton shared that Chelan County could be encouraged to be involved with the NCWEDD. Jennifer and Karen Rutherford will draft a letter. Jim Detro and Ken Stanton support this.

**ACTION ITEM** - Karen Rutherford moves to adjourn. Wendy Isenhart seconds. All in favor. Meeting adjourned at 10:25 AM

**Next meeting: Wednesday, July 9, 2014**

Minutes respectfully submitted by Amy Massey. June 10<sup>th</sup>, 2014.