



## **RURAL BUSINESS DEVELOPMENT ADVISORY COUNCIL PUBLIC MEETING MINUTES**

Arizona Commerce Authority  
333 North Central Ave  
Phoenix, AZ 85003

Thursday, October 29, 2015  
11:00 A.M. – 1:00 P.M.

### **I. Call to Order and Roll Call**

Keith Watkins, Acting Chairman, called the October 29, 2015 meeting of the Rural Business Development Advisory Council to order at 11:23 p.m. Deborah Klatt, ACA, was called upon to take roll. A quorum was present. The meeting was noticed and properly posted.

#### **Committee Members Present In-Person**

David Bentler  
Ron Gould  
Nolan Larson  
Larry Lucero  
Les Orchekowsky  
LeRoy Shingoitewa  
Joy Staveley  
Keith Watkins  
D.L Wilson  
Angela Harmon  
Robert Corbell  
Kip Kempton  
Stephen Rutherford  
Jaime Chamberlain  
Jim Dinkle

#### **Committee Members Present Via Teleconference**

Ellen Kretsch  
Julie Engel

#### **Committee Members Not Present**

Ben File

**ACA Staff Members**

Deborah Klatt

Brent Brooks

**II. Approval of Minutes of August 26, 2015\***

David Bentler moved to approve the minutes of the August 26, 2015 Rural Business Development Advisory Council Public Meeting; Leroy Shingotewa seconded. The motion was approved.

**III. Presentations**

**a. Arizona Branding Campaign Update — Kathy Heasley, Heasley & Partners**

Kathy explained the concept of heart and mind. Specifically the definition of a brand. Promise = Experience = Brand and the impact of this formula on the state. Then Genuine, Meaningful and Different as characteristics of great brands. Kathy also went over the branding process and what people can expect. Set the record straight that this is more than a logo and a tag line.

**IV. ACA Update Discussion—Keith Watkins**

Keith Watkins, updated the council on the ACA's activities in rural Arizona, an update on the ACA's office in Mexico City and provided a brief explanation about reappointments to the RBDAC. Additionally, he discussed, border business plans that the ACA has been a part of crafting in 4 major border communities, the opening of the NACET Innovation Mesa, which the ACA is a part of,

**V. Roundtable**

No Discussion

**VI. Call to Council Members for Future Agenda Items**

No proposed items

**VII. Call to Public**

No public comments were made.

**VIII. Adjournment**

Larry Lucero moved to adjourn; David Bentler seconded. The meeting adjourned at 1:05 p.m.