



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

WEDNESDAY, May 28, 2014

10:00 A.M. TO 1:00 P.M.

333 North Central Avenue - Suite 1900, Phoenix, AZ 85004

19th Floor FMI - Moly Conference Room

APPROVED MINUTES

I. Call to Order and Roll Call

Julie Pastrick, Chairwoman, called the May 28, 2014 meeting of the Rural Business Development Advisory Council to order at 10:06 a.m. Julie thanked all members present for their continued commitment to the council.

The meeting was noticed and properly posted. Jourdan Harding, ACA, was called upon to take roll. A quorum was present.

Committee Members Present In-Person

Julie Pastrick (Chairwoman)
David Bentler
Julie Engel
Ben File
Angela Harmon
Ellen Kretsch
Stephen Rutherford
LeRoy Shingoitewa
Keith Watkins

Committee Members Present Via Conference Line

D.L Wilson

Committee Members Not Present

Ron Gould
Teri Lynn Grier
Kip Kempton
Nolan Larson
Matthew Mandel
Les Orchekowsky

ACA Staff Members Present

Carmella Aja
Jourdan Harding
Lyndsay Higgins
Ed Sanchez
Kevin Sullivan

Guests Present

Clint Kaasa – USDA
Gary Mack – USDA

II. Approval of March 26, 2014 Council Meeting Minutes*

Julie Engel moved to approve the minutes of the March 26, 2014 Rural Business Development Advisory Council Public Meeting; David Bentler seconded. The motion was approved.

III. Presentations

a. U.S Department of Agriculture

Gary Mack, Business and Cooperative Program Director of Rural Development for the U.S Department of Agriculture, presented a report that highlighted a variety of programs that assist rural businesses and communities. An overview sheet was provided to highlight the purpose, type, eligibility, amount of assistance, and key application measures. Each USDA Program works in financial partnership with local economic organizations.

b. Rural Co-Op Advertising Campaign

Lyndsay Higgins, ACA Staff, presented on the ACA Cooperative Advertising Program for Rural Partners. “The program was designed to leverage marketing dollars throughout the state in an effort to create a cohesive and consistent message while maximizing reach and frequency of the Arizona Know How Campaign.” The program has two main levels: Silver Level for \$10,000 and Gold Level for \$20,000. Each level has customization components to tailor each community to their advertising needs.

c. Legislative Update

Ed Sanchez, ACA Staff, presented on the latest key legislative issues including the special session on Child Protective Services, HB2272, SB1413, S1484, and those bills that did not make it through completion. Julie Pastrick, Chairwoman, asked if going forth the Council could be kept abreast of legislation changes and implementation. The ACA is currently reaching out to stakeholders for input and support regarding the 2015 Legislative Agenda.

d. ACA Pipeline Report

Kevin Sullivan, ACA Staff, presented on the Business Attraction and Expansion Pipeline including: Industry and Geographic Segmentation, Number of Projects, Amount of CapEx, and Average Salary year-to-date. He highlighted on some of the key reasons companies choose to locate in Arizona; how the attraction and expansion teams are articulating our incentive offers; and the importance of moving to a Demand Generation mentality.

IV. Rural Grant Update—Keith Watkins

The second round of Rural Economic Development Grant recipients for FY14 are: Mohave County (Griffith Industrial Park), City of Nogales (Extreme West Pressure Zone Water Tank), Yuma County (Magrino Industrial Park Road), and City of Globe (Sewer Line Infrastructure). Now in its fourth year, the Rural Economic Development Grant awards \$3 million annually with a maximum award of \$500K per project. The next round will be opening in July 2014.

V. ACA Survey of Rural Communities—Keith Watkins

The ACA Survey of Rural Communities was created to help identify the appropriate level of resources and organizational structure rural regions devote to economic development. The survey was sent to 42 Rural Economic Development Partners, of which 31 responded, giving a 74% completion rate. Overall, the Survey was met with such positive feedback it will be implemented on an annual basis to the ED Partners. Julie Pastrick, Chairwoman, suggested that a question be added to the survey regarding President and Vice President Role Responsibilities.

VI. Call to Council Members for Future Agenda Items

David Bentler suggested that the Arizona Commerce Authority create a Case Study for the Projects that are presented to the Business Attraction Team in order to learn what companies are looking for when relocating to another state. Keith Watkins would like to see the Case Studies include Real World Testimonials from Industry Leaders.

Julie Engel would like to be kept apprised of the outcome of PIFs that are sent out by the Arizona Commerce Authority. Additionally, Julie Pastrick would like to have a State Land Trust Official present at the next council meeting.

VII. Call to Public

No public comments were made.

VIII. Adjournment

Julie Engel moved to adjourn; David Bentler seconded. The Committee adjourned at 12:59 p.m.