



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

333 North Central Avenue, Suite 1900
Phoenix, Arizona 85004

Wednesday, September 24, 2014
11:00 A.M. – 2:00 P.M.

I. Call to Order and Roll Call

Julie Pastrick, Chairwoman, called the September 24, 2014 meeting of the Rural Business Development Advisory Council to order at 11:10 a.m.. Jourdan Harding, ACA, was called upon to take roll. A quorum was present.

The meeting was noticed and properly posted.

Committee Members Present In-Person

Julie Pastrick (Chairwoman)
David Bentler
Ben File
Ron Gould
Angela Harmon
Ellen Kretsch
Nolan Larson
Stephen Rutherford
LeRoy Shingoitewa
Keith Watkins

Committee Members Present Via Teleconference

D.L Wilson

Committee Members Not Present

Bill Assenmacher
Teri Lynn Grier
Kip Kempton
Matthew Mandel
Julie Engel
Les Orchekowsky

ACA Staff Members

Jourdan Harding
Carmella Aja
Shawnda Henderson
T.J. Jennings
Allison Gilbreath
Kevin Sullivan

II. Approval of Minutes of July 30, 2014*

Stephen Rutherford moved to approve the minutes of the July 30, 2014 Rural Business Development Advisory Council Public Meeting; David Bentler seconded. The motion was approved.

III. Presentations

a. Manufacturing Month — Shawnda Henderson

Shawnda Henderson, ACA Staff, discussed the multitude of activities going on in October for Manufacturing Month. The Governors Economic Development Conference will kick off the month's activities with two days of meetings and round tables about economic development in Arizona. Shawnda highlighted the October 3 manufacturing summit and the "Manufacturer of the Year" luncheon cohosted by the Arizona Chamber and the Arizona Manufacturers Council and encouraged the council members to visit the manufacturing month website to find event and tours in their area happening during the month

b. Arizona Innovation Accelerator Fund (AIAF)—TJ Jennings*

TJ Jennings, ACA Staff, gave the council a brief background on the AIAF program and how it came to fruition and where the program is today. The AIAF program is a loan participation program available for base industry with a focus on job creation. Currently the AIAF program has participated in approximately 37 loans.

c. Weebly/Scottsdale case study —Allison Gilbreath and Kevin Sullivan*

Allison, ACA Staff, gave the council a brief background on the Weebly project and how the project landed in Arizona. She gave examples of challenges that the Business Attraction team had when working to close this project and highlighted the company's satisfaction with the parties, Arizona Commerce Authority, City of Scottsdale, Broker and Site Selector, workability. She reiterated the importance of speed to market as well as the Arizona Commerce Authorities Certified Sites Program.

d. BA/BE Pipeline Report — Kevin Sullivan*

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 for the fourth

quarter and FY14 year-to-date. He highlighted on some of the key reasons companies choose to locate in Arizona and how the attraction and expansion teams are articulating our incentive offers.

IV. ACA Update Discussion—Keith Watkins

Keith Watkins, Committee Member, updated the Council on the progress of Certified Sites; detailed the status of the Rural Grant Applications; highlighted the progress of the Cooperative Marketing Campaign with six rural communities in partnership with APS; and tasked the Members to critically think how their communities may benefit and promote themselves during the 2015 Super Bowl and Phoenix Open

V. Roundtable

D.L. Wilson, Council Member, discussed the Nation Association of Counties (NAC) prosperities program and highlighted that it is open to rural and midsize counties.

VI. Call to Council Members for Future Agenda Items

Stephen Rutherford, Committee Member, proposed that we have the ACA Business Attraction or Expansion team do a case study about a closed/won project in a rural community. The council also entertained the idea of a closed/lost case study to gain insight on why the state was not chosen and what that state and communities can do to better equip themselves to land these projects.

VII. Call to Public

No public comments were made.

VIII. Adjournment

David Bentler moved to adjourn; Nolan Larson seconded. The Committee adjourned at 1:45p.m.