



**Our mission:** "To foster an innovative and resilient economy for North Central Washington's Businesses, Workers, and Families."

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## **JANUARY BOARD MEETING MINUTES**

Wednesday, January 13, 2021, at 9:00 AM

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### **WEB CONFERENCE AND CALL-IN INFORMATION:**

Join Zoom Meeting <https://us02web.zoom.us/j/88942275260>

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**Designated Representatives:** Kurt Danison (Chair), Jim Huffman (Past-Chair), Stacy Luckensmeyer (Vice-Chair), Renee Swearingen (Treasurer), Roni Holder-Diefenbach (Secretary), Chris Branch (Okanagan County Representative), Brooklyn Holton (Chelan County Representative), Mark Botello (Douglas County Representative), Mathew Pleasants (Colville Tribes Representative), Rafael Aguilar (Minority Representative), Mima Cole (Small Business Representative), Aaron Todd (Small Business Representative), Gina Muller (Private Business Representative), and Annette Pitts (Hospitality Representative).

### **CALL TO ORDER 9:02 AM**

Incoming Chair Kurt Danison established a quorum with the following board members present Alyce Brown (NCWEDD Executive Director), Crystal Bishop (NCWEDD Associate Director), Lisa Traum (NCWEDD Outreach Specialist), Roni Holder-Diefenbach (Okanagan County Economic Alliance), Renee Swearingen (Entiat Chamber), Carlene Anders (City of Pateros), Chris Branch (Okanagan County), Jim Huffman (CDRPA), Stacy Luckensmeyer (Wenatchee Valley College Center for Entrepreneurship), Don Linnertz (Twispworks), Brooklyn Holton (City of Wenatchee), Cheryl Nelson (Central WA Homebuilders Association), Mima Cole (Mima's Famous Salsa), Gina Muller (Hilton Garden Inn Wenatchee), Aaron Todd (Downtown Bike), Annette Pitts (Cascade Loop), Jill Thompson (City of Waterville), and Mathew Pleasant (Colville Confederated Tribes).

Guests: Steve Maher (Our Valley Our Future) and Cesar Padilla (Okanagan County Economic Alliance).

### **CONSENT AGENDA APPROVAL**

December 9, 2020 Minutes: Mathew Pleasant made a motion to approve the December 9, 2020 minutes as presented. Seconded by Roni Holder-Diefenbach. Motion passed unanimously.

### **ACTION ITEMS**

1. **Motion 1-21-01: La Pera Negotiations:** Brooklyn made a motion to authorize Alyce Brown to enter into a negotiation with La Pera Radio. Seconded by Stacy Luckensmeyer. Rafael Abstained. **Motion Passed.**

### **DISCUSSION/ACTION ITEMS**

1) Audit Update: Alyce Brown let the board know that the audit finish date has been pushed out from the end of December to the end of January. There was discussion on the in-kind documentation of rent when the organization was based out of the College. Stacey Luckensmeyer reassured that the information was correct and on record with the college.

- 2) Membership Renewals: Alyce Brown let the board know that memberships have been sent out, with several being modified due to the pandemic and the fires in Okanagan County. The current members are as follows: Camaray Motel, City of Okanogan, Wenatchee SkillSource, Town of Waterville, Town of Conconully, Town of Winthrop, Wenatchee Downtown Assoc. and Wenatchee Valley Chamber of Commerce.
- 3) TRENDS Update: Alyce Brown let the board know that she spoke with Patrick Jones about reaching out for funding for TRENDS 2021. There was a consensus that the board wanted to wait and see if funding was secured before signing the contract to renew TRENDS.
- 4) Regional “Shovel Ready” Broadband Projects Packet: Alyce Brown let the board know that the state broadband office had a meeting last week. The state broadband office asked the organization to put together a list of shovel-ready projects in the region to pass along for funding. Roni Holder-Diefebach and Don Linnertz went over several of the projects happening within Okanagan County and the Methow Valley. Alyce Brown asked the board to pass along any other projects.
- 5) Board Training(s): Alyce Brown asked the board to start a conversation on what kind of board member training would be of interest. A leadership training that was proposed by a board member would allow 5 board members to take the training and leave roughly \$3200 in CARES funding for board training over the next two years. There was discussion on what that specific training would bring to the organization versus what the training would provide the region. Kurt Danison tabled the discussion.
- 6) Our Valley Our Future Partnership: Steve Maher presented the board with our Valley our Futures outreach and planning work in 2021. They are coming to the end of their first 5-year plan bringing them to their 2022-2026 action plan. He clarified that the work they are doing is mainly centered around Chelan and Douglas County. He was requesting that the NCWEDD help to fund the outreach and planning work that would be happening in an attempt to bring
- 7) La Pera Radio Partnership – Rafael Aguilar presented his history in the Spanish Radio industry and expressed how much reaching out and helping spread information and resources to the Spanish community meant to him and his organization’s mission. He went over the mission and goals of Agricultura & Economia. The program will be Cohosting a weekly 60-minute show with Cesar Padilla from the Okanagan Economic Alliance. He invited the board to present any items related to local industry, economics, and agriculture. Alyce Brown let the board know that this program presentation comes with a funding request of \$2500 per year.

## **EXECUTIVE DIRECTOR / MARKETING AND EVENTS UPDATE**

1. Supernova Update: Alyce Brown let the board know that Numerica has come on board as a Supernova sponsor. The organization has two Q&As still scheduled for January. The Supernova committee had a meeting before the board meeting to discuss a people's choice award and semi-finalists and present more in February.
2. Tourism Summit: Alyce Brown shared that there are already 27 paid attendees and is excited about a big turn-out. She encouraged everyone on the board to sign up.
3. Oroville Project: Alyce Brown let the board know that the curation agreement is still in process. Mathew Pleasants recommended that a phone call might be more productive. Chris Branch let the board know that Oroville is looking to start phase two of the project on the junction at the highway.
- 4) Opportunity Zones: Alyce Brown let the board know there is an Obsidian Financial Zoom Call, January 21<sup>st</sup> at 10 AM.
- 5) Retail Academy: Alyce Brown let the board know that three communities would be moving onto phase two. She also let the board know that she is looking at applying for RBDG grant funding.

## **TREASURER REPORT**

1. The board received the P&L and balance sheets. Renee Swearingen let the board know that she had gone through the transactions, and everything looked good.

## **COMMITTEE/STAFF REPORTS**

1. By-Laws Committee – Will have the bylaw modifications for the Bylaws Committee presented at the February meeting for approval.
2. CEDS Committee – No Update, next meeting to be planned for the end of the month.

## **ADJOURNMENT 10:50 @ am**

## **OTHER BUSINESS**

NEXT MEETING DATE/TIME: *Wednesday, February 10, 2020 @ 9:00am, location- TBD*