



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

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## **FEBRUARY BOARD MEETING MINUTES**

Wednesday, February 10, 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**

Chair Kurt Danison established a quorum with the following board members present Roni Holder-Diefenbach (Okanagan County Economic Alliance), Renee Swearingen (Entiat Chamber), Jim Huffman (CDRPA), Stacy Luckensmeyer (Wenatchee Valley College Center for Entrepreneurship), Mima Cole (Mima's Famous Salsa), Gina Muller (Hilton Garden Inn Wenatchee), Aaron Todd (Downtown Bike), Annette Pitts (Cascade Loop).

**Staff present:** Alyce Brown (Executive Director), Crystal Bishop (Associate Director), Lisa Traum (Outreach Specialist).

**Guests:** Alisa Weddle (City of Tonasket), Ernie Rasmussen (WA State Dept. Commerce), Jill Thompson, Erik Larsen (eImpact), Melissa Lafayette (NDC), Don Linnertz (Twispworks), Jill Thompson (City of Waterville), Craig Larsen (CDRPA)

### **CONSENT AGENDA APPROVAL**

January 13, 2020 Minutes: Roni Holder-Diefenbach made a motion to approve the January 13, 2020 minutes as presented. Seconded by Renee Swearingen. Motion passed unanimously.

### **ACTION ITEMS**

1. **Motion 2-21-01: Bylaws Amendment:** Don Linnertz made a motion to accept the bylaw amendments presented at the December 2020 meeting. Seconded by Stacy Luckensmeyer. **Motion passed unanimously.**
2. **Motion 2-21-02: Trends Contract 2021:** Jim Huffman made a motion to renew the Chelan Douglas Trends contract for 2021. Seconded by Aaron Todd. **Motion passed unanimously.**
3. **Motion 2-21-03: eImpact Recovery Data:** Roni Diefenbach made a motion to move forward with the eImpact contract for the year. Seconded by Karen Frisbie. **Motion passed unanimously.**
4. **Motion 2-21-04: Our Valley Our Future Funding Request:** Aaron Todd made a motion to approve funding Our Valley Our Future at \$2500. Seconded by Renee Swearingen. **Motion passed unanimously.**

## **DISCUSSION of ACTION ITEMS**

- 1) Bylaw Amendment: Crystal Bishop asked the board if there were any questions about the bylaw amendments presented at the December meeting. There was no discussion.
- 2) Trends 2021 Contract: Alyce Brown let the board know that the organization has already received \$13,000 in 2021 Chelan Douglas trends support and, while she anticipates the organization will be responsible for \$1500-\$1700, would like approval to sign the contract for the 21-22 Chelan Douglas Trends. Discussion was had on funding that had been
- 3) eImpact Recovery Data: Alyce Brown let the board know that Mathew Pleasant cannot make the meeting but wanted to let the board know that the Tribe is in full support of the eImpact project. Erik Larsen let the board know that the organization is based in White Salmon, WA. eImpact is working on economic recovery projects within Okanogan county already. The contract presented is creating a customized web-based data dashboard to embed into the NCW EDD website. Erik went into the contract metrics, such as small business revenue, employment, consumer spending, job postings, remote workers, etc., through aggregated credit card transactions. There was discussion on the similarities and differences between what eImpact could offer versus what the commerce passport provides—customization for the region and monthly updates were the main differences. There was also discussion on what the differences would be with the information on the Chelan Douglas Trends site can provide versus eImpact. Alyce plans on using funding already set out for recovery planning through the CARES act. There was a consensus that having the more frequently updated information was worth the cost for the year.
- 4) Our Valley Our Future Funding Request: Alyce Brown mentioned the discussion had at the last meeting about the funding request put in by Our Valley Our Future. She reminded the board about the partnership between OVOF. She hopes that the board will support the \$2500 ask as more of a show of partnership.
- 5) Data Center Letter: Alyce Brown let the board know that she was approached to write a letter of support for Bill 1473 on tax breaks supporting data centers in rural areas. There was no discussion.

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

1. Audit Update: Alyce Brown let the board know that the NCW EDD has received a draft of the audit findings. Susanne Altman will be presenting those findings at the March Meeting. Poor bookkeeping was the main topic--Susanne suggested differences in the way the grants should be managed. She let the board know that some financials are going to have to be gone over and verified. No discussion was had.
2. Membership Update: Alyce Brown let the board know that memberships have been coming inconsistently.
3. La Pera Radio Update: Alyce Brown let the board know that this project is on hold because of staffing issues.
4. Tourism Summit Update: Alyce Brown encouraged the board to take advantage of the free ticket to the Tourism Summit on February 18. The event currently has 68 attendees--getting closer to the 100-attendee goal.
5. Supernova BLC Update: Alyce Brown let the board know that the Supernova venue will be the historic Ruby Theater in Chelan, WA. The portal opened on February 1 and currently has 13 applicants. Bootcamp starts in March.
6. Opportunity Zone Update: Alyce Brown encouraged the board to register for a conversation in conjunction with the Obsidian group on developing affordable housing and NCW Opportunity zones on March 25.
7. CEDS update: Alyce Brown will be sending out updates and an initial draft to the CEDs committee.
8. Broadband update: The Entiat SkyFi Project was awarded more than the initial ask. The award letter should be arriving soon.
  - Regional “Shovel-Ready” Projects: The projects are in line with the subsequent grants that come out.
  - Methow and Okanogan County Grant: Alyce Brown, Roni Holderdeifenbach, and Don Linnertz will be working together on the letters needed for this grant ask to be submitted by the end of the week.
9. Oroville Project update: Alyce Brown let the board know that the project is up to date on financial reports. She asked for assistance on the covenant checklist and the real-time property reporting. She let the board know that there is extra funding.
10. Douglas County Presentation: Alyce Brown had a face-to-face meeting with Douglas County and commissioners. There was very positive feedback. The group requested that she come back bi-annually to report on the organization's projects instead of annually.
11. Sustainable Tourism Discussion with Winthrop: Alyce Brown showed this as an example of tourism as an economic driver.

12. CDRPA Partners in Economic Development Grant: Alyce Brown submitted for the Partners in Economic Development grant through the CDRPA and is waiting on results.
13. The organization will submit for the USDA RBDG Grant for Downtown Strategies next phase for the communities of Brewster, Oroville, Waterville, and Entiat.
14. State Comprehensive Plan for Tourism: Alyce Brown will be sitting on a 50 person cohort based on developing strategies to boost tourism in the Trails and Lakes Region.

### **TREASURER REPORT**

The board received the P&L and balance sheets. Renee Swearingen let the board know that she had gone through the transactions and could be there during the conversation with the auditor. Everything looked good. There was no discussion.

**Jim's Corner:** I went to the library the other day, and I asked if they have any literature on paranoia. The librarian leaned across the counter and said, "it's right behind you."

### **ADJOURNMENT @ 10:42am**

### **OTHER BUSINESS**

NEXT MEETING DATE/TIME: *Wednesday, March 14, 2021 @ 9:00am, location- TBD*