



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

APRIL BOARD MEETING MINUTES

Wednesday, April 14, 2021, at 9:00 AM

WEB CONFERENCE AND CALL-IN INFORMATION:

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

Designated Representatives: Jim Huffman (Chair), Roni Holder-Diefenbach (Past Chair), Kurt Danison (Vice-Chair), Stacy Luckensmeyer (Treasurer), Renee Swearingen (Secretary), Chris Branch (Okanagan County Designated Representative), Brooklyn Holton (Chelan County Designated Representative), Mark Botello (Douglas County Designated Representative), Mathew Pleasants (Colville Tribes Designated Representative), Rafael Aguilar (Underserved population Designated Representative),

CALL TO ORDER 9:04 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), Mathew Pleasants (Colville Tribes Designated Representative), Mima Cole (Mima's Famous Salsa), Gina Muller (Hilton Garden Inn Wenatchee), Aaron Todd (Downtown Bike), Annette Pitts (Cascade Loop), and Brooklyn Holton (City of Wenatchee).

Staff present: Alyce Brown (Executive Director), Crystal Bishop (Associate Director)

Guests: Wilma Cartagena (Hispanic Business Council), Don Linnertz (Twispworks), Karen Frisbie (Oroville Chamber of Commerce), Jill Thompson (City of Waterville), Craig Larsen (CDRPA), Melissa Lafayette (National Development Council)

CONSENT AGENDA APPROVAL

March 10, 2021 Minutes: Roni Holder-Diefenbach made a motion to approve the March 10, 2021 minutes as presented. Seconded by Aaron Todd. Motion passed unanimously.

TREASURER REPORT

The board received the P&L and balance sheet. Renee Swearingen clarified that the negative \$9700 showing on the balance sheet was due to reclassification from the planning grant. She explained that those negative numbers were because the advance drawdown for the planning grant has not happened but will put the account positive \$9000. Alyce let the board know that the drawdown is expected to draw down in the next week.

ACTION ITEMS

1. **Motion 04-21-01: Bylaw Update: Minority wording:** Jim Huffman made a motion to change the language in the bylaws from minority representative to underserved population representative. Seconded by Roni Holder-Diefenbach. **Motion passed unanimously.**

2. **Motion 04-21-02: Firm Foundations Contract:** . Aaron Todd made a motion to authorize the executive board to validate and approve a contract with Firm Foundations once written and submitted in an amount not to exceed \$8250. Seconded by Jim Huffman. Brooklyn Holton Abstained. **Motion passed.**
3. **Motion 04-21-03: Coltura Communications:** Don Linnertz made a motion to proceed with the conversation with Coltura Communications and develop a proposal. Seconded by Brooklyn Holton. **Motion passed unanimously.**
4. **Motion 04-21-04: L&I Social Media:** Brooklyn Holton made a motion to approve the WA state L&I social media agreement. Seconded by Roni Holder-Diefenbach. **Motion passed unanimously.**

ACTION ITEM DISCUSSION

Minority wording discussion: Alyce Brown let the board know that a couple of people have come forward saying that the use of the term minority comes across as offensive. On recommendation by the executive committee, Alyce Brown proposes a change in the wording of the bylaws.

Firm Foundations Contract: Alyce Brown let the board know that the EDA has suggested that the NCWEDD will need a financial statement by the fiscal year. Our auditor let Alyce know that the auditor has let her know that different policies and procedures will need to be in place to successfully make a true financial statement. She showed an updated scope of work from Firm Foundations that estimated \$8250 for the contract based on an hourly rate of \$75 at 100 estimated hours. Brooklyn Holton went over the scope of work presented to the board. Alyce clarified that it would fit into the CARES budget as approved expenditures

Coltura Communications: Alyce Brown let the board know that she had started a conversation with Coltura Communications about a Communications director position that the organization can potentially fill. The work would be 20 hours a week at \$25 per hour, involving social media, newsletters, and getting the word out there about their work with the green initiative. She asked the board to make a motion allowing her to start negotiations. There was discussion on staffing and whether it followed the organization's mission and made sure that the negotiations are specific and concise as to which aspects the organization emphasizes.

L&I Social Media: Alyce Brown let the board know that WA state L&I is offering \$100 per social media post up to \$1,600.

EXECUTIVE DIRECTOR / MARKETING AND EVENTS UPDATE

- Bookkeeper Rate: Alyce Brown let the board know that the current bookkeeper, Precision Services, has raised her rate to \$75/hr. The executive board has decided to get three other bids for the position. The discussion of getting another bookkeeper was tabled until the bids came in.
- CEDS Review:
- Oroville Update: Alyce Brown submitted the reimbursement request. The organization is still waiting on the curation agreement. She is hoping to have this project closed out by the end of June.
- Affordable Housing Webinar summary: Alyce Brown let the board know that they had the Affordable Housing OZ webinar in conjunction with Michael Lythcott of Obsidian investment partners. The webinar had 18 attendees. The focus was on how to use OZs to assist with the affordable housing issues in the region.
- GWATA Staff Meeting: Alyce Brown let the board know that GWATA has some projects getting ready to start and has expressed interest in partnering with Supernova.
- Localtel SkyFi Project: Alyce Brown let the board know that she had to deal with a situation in which the PUD was looking at applying for federal funding involving the Entiat Skyfi project. The organization was already seeking federal funds through the CARES funding with the understanding that the PUD was not going to be completing the project in the area because it was too costly.
- Supernova Update: Alyce Brown let the board know that the portal opened, and 32 applications were accepted. The applicants completed the Bootcamp, and the Spanish Bootcamp was getting ready to start. Alyce went over the demographics of the applicants. Most of the applicants were from Chelan County.
- Economic Forum: Alyce Brown let the board know that the economic forum would be happening on April 15. She encouraged everyone to register and to spread the word. The Central Washington Homebuilders sponsor a housing panel. GWATA will host broadband. Eric Hovee will be discussing the SWOT analysis, and there will be a sneak peek at the recovery dashboard.

- Retail Strategies: Alyce Brown let the board know that Retail Strategies was in town to meet with the communities. The organization has submitted two RBDG grants for the communities of Entiat, Waterville, Oroville and Brewster to continue onto the downtown development portion of the Retail Strategies curriculum. She hopes to hear back in May.
- Okanagan-Methow Broadband project: The organization is still waiting to hear about the broadband funding for the shovel-ready projects. Don Linnertz and Roni Holder-Diefenbach went over some of the challenges they have overcome when bringing broadband to certain parts of the county.
- Recovery Dashboard: Alyce Brown walked the board through the Recovery Dashboard that was soon to be unveiled.
- Website: Alyce Brown went over and showed the board the new website for the organization.
- Recovery Project/OZ Regional Visit: Eric Hovee and Michael Lythcott will be in the region the last week of May working on their respective projects with the organization.
- Priority Projects: Alyce Brown asked the board for volunteers to rank the priority projects and also asked that the board consider opening up another round of ranking concerning COVID recovery and resiliency based on the federal funding coming. Roni Holder-Diefenbach let the board know that the Economic Alliance was considering opening priority projects early. Roni Holder-Diefenbach, Craig Larsen, Brooklyn Holton, and Renee Swearingen all volunteered to rank the projects according to ranking criteria.
- Staffing: Alyce Brown is looking to hire both an intern to help with QuickBooks clean-up before the end of the fiscal year and a bilingual representative to share with the Economic Alliance.

Jim's Corner

What do they call a parade of rabbits that are all hopping backward? A receding hare-line.

ADJOURNMENT @ 10:54am

OTHER BUSINESS

NEXT MEETING DATE/TIME: *Wednesday, May 12, 2021 @ 9:00am, location- TBD*