



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

DECEMBER BOARD MEETING MINUTES

Wednesday, December 8, 2021, at 9:00 am

WEB CONFERENCE AND CALL-IN INFORMATION:

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

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), Vacant (Chelan County Representative), Mark Botello (Douglas County Representative), Matthew Pleasants (Colville Tribes Representative), Vacant (Historically Under-Served Representative), Mima Cole (Small Business Representative), Aaron Todd (Small Business Representative), Gina Muller (Private Business Representative), and Vacant (Hospitality Representative).

CALL TO ORDER 9:09 am

Chair Kurt Danison established a quorum with the following board members present Roni Holder-Diefenbach (Okanagan County Economic Alliance), Stacy Luckensmeyer (Wenatchee Valley College Center for Entrepreneurship), Jim Huffman (DRPA), Jill Thompson (City of Waterville), Carlene Anders (City of Pateros) Craig Larsen (CDRPA), Mima Cole (Mima’s Famous Salsa), Matthew Pleasants (Colville Confederated Tribes)

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

Guests present: Melissa Lafayette (NDC)

CONFLICT OF INTEREST

No Board Member disclosed a conflict of interest.

TREASURER REPORT

The board received the P&L and balance sheet. Alyce Brown presented the financials. The accounts are still in accountant’s copy. She has let the board that the match for the EDA planning grant has already been met. There was discussion on having a year to date P&L included in the packet starting January 2020.

ACTION ITEMS

1. **Motion 21-12-01: Approval of Board Appointments:** Mathew Pleasants made a motion to approve the board appointments as presented. Seconded by Jim Huffman. **Motion passed unanimously.**
2. **Motion 21-12-02a: Executive Committee Elections:** Roni Holder-Diefenbach made a motion to approve Mathew Pleasants as the Vice Chair. Seconded by Stacey Luckensmeyer. **Motion passed unanimously.**
3. **Motion 21-12-02b: Executive Committee Elections:** Carlene Anders made a motion to approve Jim Huffman as the Douglas County Representative. Seconded by Gina Mueller. **Motion passed unanimously.**
4. **Motion 21-12-02c: Executive Committee Elections:** Mathew Pleasants made a motion to approve Mima Cole as the Historically Underserved Representative. Seconded by Stacey Luckensmeyer. **Motion passed unanimously.**
5. **Motion 21-12-02d: Executive Committee Elections:** Jim Huffman made a motion to approve Trevor Lane as the Agriculture Representative. Seconded by Carlene Anders. **Motion passed unanimously.**

ACTION ITEM DISCUSSION/DISCUSSION

1. **Approval of 2022 Budget:** Alyce Brown would like the board to look over the budget presented as opposed to making a motion. Tax prep will need to be adjusted depending on RFPs for new accounting representation. Alyce Brown brought the board's attention to renewals on the 2022 proposed budget; she would like to change the structure by which the organization decides memberships. It was suggested that renewals and membership dues be accepted and negotiated in conjunction with MOU and in-kind services. There was also discussion on accepting sponsorships for programs as opposed to memberships. The organization has already made the match for the planning grant.
2. **Approval of New Membership Fee Structure:** Alyce Brown would like to bring this discussion back to the board at the January meeting. She is not as confident in the numbers that have been presented for the new membership dues. There was no discussion.
3. **CPA Discussion:** In light of some of the personal issues that the current accountant has faced this year there have been issues arising around the filing of the organization's 990. She asked if the board would be willing to send a certified letter to Susanne Altman asking about the status of the filing of our 990. There was a bit of discussion with the general consensus being that the letter would be prudent and it was recommended the letter be sent both certified and regular mail.

EXECUTIVE DIRECTOR UPDATE

- Tourism Summit: Tourism at its Recreational Best is the name of the event. The summit has been scheduled online for February 10, 2022 in partnership with TEDD. TREAD and Columbia Breaks have both come on as sponsors.
- Technical Assistance Conference: Alyce Brown asked Roni Holder-Diefenbach to discuss the idea behind shifting the Economic Forum into a technical assistance conference. She discussed realizing that not all small communities are able to participate in programs and meetings like those provided by the IACC. There was a discussion between her and Craig Larsen about partnering up and developing a tech team that would allow these kinds of discussions to happen for both small businesses and communities. Including resources on different ways in which small business and community to get access to capital.

There has been discussion with IACC about providing these resources in this area and participating in developing this program.

- Apple Stem on Monday- Alyce Brown let the board know that she has been invited to speak to the Apple Stem Network about Supernova and Backing Small NCW. She did this as well as speaking on an economic development podcast.
- Dr Jones: Dr. Jones will be presenting at the January meeting to discuss Trends. We currently are in a deficit of \$1250. The EDD will need to decide on whether both analytics currently being used (Trends and eImpact) will continue to be supported. The organization has until March to decide on a commitment to either. It was asked that the google analytics for both tools be pulled for the January meeting.
- Retail Strategies-Rock Island is continuing to show interest in working with Retail Strategies and is getting close to signing a contract.
- Oroville Update-Still waiting on the curation agreement.
- The NCWEDD has submitted a Letter of Intent for America's Healthy Food Financing Initiative (HFFI) Reinvestment Fund. This is in partnership with IRIS, WSU, and the tribe. These funds would have to boost the food coalition project.
- Holiday Open House Monday December 13 11am-1pm- Alyce Brown encourages everyone to stop by the Open House being held at the new office space.
- Alyce Brown also mentioned that we are due to renew the NorthstarOZ website. She suggests that the organization consider not investing in the NorthstarOZ website and create a Backing Small NCW website instead that can have a section highlighting the OZs. She suggests the board look at SFmade.org to see an example of what she would hope the site would resemble. There was some discussion on the benefits of adding to the site to make it more functional while recognizing the funds and work that have already gone into the NorthstarOZ website. There was no objection to Alyce taking the steps to start this transition.

COMMITTEE/STAFF REPORTS OTHER BUSINESS

- **Supernova Committee Report:** The committee had its first meeting and there was a lot of good conversations around the structure of the program. Alyce hopes to establish a chair for the committee that would do the presentation to the board at the monthly meetings.
- **Financial Committee Report:** Matthew Pleasants has been established as the chair of the committee as the vice chair. This committee will be meeting at the first Thursday of each month to start having the meetings.

Jim's Corner

Jim: Did you know Darth Vader has a wife. Her name is Ella.

Craig: Her personality is up and down depending on the day.

What do you call a Frenchman wearing sandals? Phillip Flop.

ADJOURNMENT @ 10:13 am

OTHER BUSINESS

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