Western Alliance for Economic Development
24 March 2016 12:00n–1:00p
Nathan's Greenleaf Cafe, Greenleaf, Idaho

The Western Alliance for Economic Development (WAED) met in regular session on Tuesday 24 March 2016 at Nathan's Greenleaf Cafe, 21513 Main Street, Greenleaf, Idaho with the following in attendance:

Kelly Aberasturi          Owyhee County
Lee Belt                  City of Greenleaf
Janice Bicandi            City of Marsing
Gheen Christoffersen      City of Homedale
Tom Dale                  Canyon County
Jose DeLeon               Idaho Department of Commerce
Kristie Dorsey            Canyon Owyhee School Services Agency
Brad Holton               City of Greenleaf
Steve Jett                Jett Corrections Consulting
Nathan Leigh              City of Parma
Dave Lincoln*             Wilder Housing Authority / Golden Gate Highway District
Alice Pegram              City of Homedale
Dave Porterfield          City of Notus
Tina Wilson               WAED Executive Director
Mike Ybarguen             Idaho Power Company

* Chair

Call to Order
Dave Lincoln called the meeting to order at approximately 12:03 p.m.

Approval of agenda/minutes
The agenda and minutes were passed out for review. Tom Dale moved to approve. Gheen Christoffersen seconded. The motion was approved by voice vote.

Treasurer's Report
Tina Wilson presented the Treasurer's Report. Please see written financial reports for detail. Training expenses have been assisted greatly by Idaho Power Company grants and donation from the Parma area. Nathan Leigh moved to approve. Kelly Aberasturi seconded. The motion was approved by voice vote.

Executive Director's Report

PROJECT QT – Company stayed in Canyon County, located in the Caldwell Skyranch business park. Building permit has been submitted. Company has met with the Idaho
Department of Labor regarding workforce education.

General discussion followed, including mention of 12 acres zoned commercial in Notus with city services to be marketed soon.

PROJECT MCM – Same 64 acre property previously considered by DeMeter Bio-resources for food processing and 'ethanol plant' – preliminary work is done, waiting now for final decision on whether to purchase the property.

PROJECT INDISPENSABLE – 30 acres near Parma under consideration for bio-ag business. Company and property owner in discussion regarding purchase. 125 to 150 jobs at build-out.

PROJECT SCALES – Project is under non-disclosure agreement.

GRANTS

- Homedale Library
- Marsing Community Development Block Grant (CDBG) – filed, technical assistance given
- Sunnyslope Wine Trail – submitted
- USDA-RD Value-added Producer Grants – 2 vineyards, 1 alpaca farm
- WAED grant application to Idaho Department of Commerce is due in April

WAED Director Tina Wilson reported she attended the recent “Women in Ag” conference. This was an empowering video-conference including many localities in a four-state area.

Old Business

Director Tina Wilson asked for feedback regarding the Wealthworks Program. Nathan Leigh expressed he believes it is a good program and that the Western Alliance should move forward with it. Discussion continued. It was noted that another webinar will be held in April, and that applications are due in April. The Wealthworks program defines industry sectors or clusters, and then works to build a 'value chain' to support that cluster by bolstering more industrial growth in those areas.

It was also discussed that Randy Schroll with the Idaho Department of Commerce (IDOC) is offering economic development strategic planning as a joint effort of the IDOC and the Idaho Department of Labor. This economic planning would be very similar to Wealthworks, but be free to the Western Alliance and utilize local economists that are intimately familiar with our area.

The Strategic Plan and Work Plan for the Western Allinace were discussed. Director
Tina Wilson asked for feedback and directed discussion with the Board, to validate bullet-points and priorities. Discussion followed. Business retention, business attraction, and support for new business start-ups were re-affirmed as top priorities. Tina stressed the importance of referrals from the Counties and Cities in these efforts. A capital fund campaign was also discussed.

**New Business**
Discussion followed regarding the IDOC Economic Development Professional grant application requirements. Director Tina Wilson reported she has met with both Owyhee County Commissioners and Canyon County Commissioners. The application has a different set of requirements from years past. Tina reviewed these with the board, including:

- Requirement for letters of support pledging amount of support
- Application for 1 year, not 3 years as previously
- Award by point total, with cash match a factor for points

Tom Dale volunteered to bring Canyon County Organization on Aging (CCOA) sign-in sheet for tracking donation of time as a cash match.

It was noted that points are awarded for demographic information for which the Western Alliance has no control.

A capital fund campaign is required, including 3 year budget showing lessening dependence on IDOC funding.

Discussion followed, including need for workforce housing, small community infrastructure, and grant opportunities.

General discussion followed. Parma Ridge has changed their name and has a new e-mail address – They are now Parma Ridge Winery and Bistro. Tina Wilson will be off for surgery and recovery in late April to early May. The next meeting is on 19 April at Stewart's Grill in Caldwell, Idaho. The Idaho Economic Development Association (IEDA) spring conference is in coming up soon in Challis with a theme of 'Connecting Rural & Urban Business', cost is $125.00. Tina Wilson is on the IEDA Board representing Region 3. The Highland Games were very successful in Parma, with increased vendor proceeds, and the games will be back in Parma next year. The Canyon-Owyhee School Service Agency (COSSA) has a professional education fair coming up. Wilder Housing Authority sees a housing shortage due to increased demand for rentals and affordable housing in rural areas. Dave Lincoln is open to spearheading discussion for our rural communities, including the need for starter homes. An Angel Walk will be held in Homedale on 07 May, and an 'Art in the Park' event in Marsing also on 07 May. The Hispanic healthcare Technology Conference is upcoming this Saturday at the College of Idaho – Not limited to Hispanics to attend.
Adjournment
Jose Deleon moved to adjourn. Gheen Christoffersen seconded. The motion was approved by voice vote and the meeting adjourned at approximately 1:10 p.m.

Respectfully submitted,

[Signature]
Lee C. Belt
WAED Secretary
Greenleaf City Clerk

Western Alliance for Economic Development 24 March 2016 Meeting Minutes, p. 4 of 4
Western Alliance for Economic Development
March 29, 2016 Tuesday @ noon
Greenleaf Café, 21513 Main Street
City of Greenleaf

1. Call to Order

2. Approval of agenda/minutes

3. Treasurer’s Report: $33,590.13

4. Executive Director’s Report:
   Projects:
   QT
   MGM (where is Dmb?)
   Indispensable
   Scales
   Grants: Grant writing season
   SSWT
   Juniper
   VAPG (3 new)
   Specialty Crop (2)
   Women In Ag Conference
   IDEA in Challis May 3-5

5. Old Business:
   Wealthworks workshop (U of I) report
   Strategic Plan (Board input)
   Work Plan (Board input)

6. New Business:
   Rural ED Pro grant requirements
   Capital Fund Campaign required

7. Meeting Adjourned
   Next Meeting: April 19, at noon
   Stewart’s Grill, 2805 Blaine Street, Caldwell, Idaho
   arranged by Tom Dale, Commissioner, Canyon County

Note: April 25 - 29
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<thead>
<tr>
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Western Alliance
for Economic Development

A 501(c) 4 Organization Devoted to the Improvement of Business Conditions

Mission: Cultivate a diverse and strong local economy among communities in the Western Alliance Region (Southwest Idaho) through community development and business services

Strategic plan for FY 2015- FY 2016

The mission of the Western Alliance is to cultivate a diverse and strong local economy among communities in the Western Alliance Region (Southwest Idaho) through business services and community development. The basic economic development priorities are:

1) Business Development— this includes four areas of priority: 1) business retention and expansion activities 2) business start-ups and entrepreneurial development 3) business recruitment and attraction, and 4) Agri-Tourism. This can be accomplished through:
   a. Expanding the visibility of the Western Alliance and promoting the services available thru business visitation, with a focus on listening to their needs.
   b. Maintain open communication with affiliated political communities, public agencies and funding partners.
2) Community Development – this includes improving the conditions for economic development:
   a. By helping to determine their needs via community profiling
   b. By finding effective resources and assisting with their implementation
   c. Communication with elected officials and business community
3) Organizational Development – this includes a focus on financial stability and long range planning as well as developing relationships with agencies that provide programs for the Western Alliance’s “tool box”. This can be reinforced by:
   a. Marketing the programs and services available from the Western Alliance
   b. Building private membership
   c. Board of Director Education
   d. Professional Development

The organization utilizes a Work Plan as a separate document with goals and tasks set out to accomplish same.

Features that are strengths of the Western Alliance area include:

- Parma Research and Extension Center (University of Idaho) – Support for agricultural products
- Food Technology Center (University of Idaho)
- Caldwell Research and Extension Center – support for agricultural and cattle industries
- Peckham Highway Corridor, Canyon County
- Canyon Owyhee School Services Agency (COSSA) – Workforce training and development
- Institutions of higher education include College of Western Idaho, University of Idaho, Boise State University, Idaho State University, Northwest Nazarene University, College of Idaho and Treasure Valley Community College
- Transportation opportunities, through major highways and connectors through most of the region, and relatively close proximity to the Boise Airport
- Caldwell Foreign Trade Zone
- Sunnyslope agricultural area providing Agri-tourism opportunities
Western Alliance
for Economic Development

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Work Plan

This work plan is a 'living document'. It should be reviewed and updated as needed by the Western Alliance Executive Board. The current plan will be reviewed and adopted by the Western Alliance Board of Directors at the annual meeting held each year.

Identified Goals as determined by the Governing Board:

1. Business Retention /Expansion
2. Business Attraction
3. Business Start-Ups
4. Community Development
5. Grants
6. Organizational Development & Administration

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| Business Retention /Expansion             | 1. Promote the Western Alliance message throughout the Western Alliance Region via business site visits  
                                         | 2. Develop "tool box" of resources for local businesses  
                                         | 3. Affiliate with community chambers of commerce and other economic development organizations |
| Business Attraction                       | 1. Respond to RFI's from Dept. of Commerce  
                                         | 2. Open communication with other area Economic Development Professionals/follow up on leads & share resources |
| Business Start-ups                        | 1. Develop "tool box" of resources, i.e. META & SBA  
                                         | 2. Provide assistance as requested |
| Community Development                     | 1. Executive Director to make quarterly presentations to commissioners and city councils  
                                         | 2. Offer technical assistance with grant applications  
                                         | 3. Offer assistance with community reviews, i.e. infrastructure |
| Grants                                    | 1. Offer technical assistance with grant applications to business entities in return for grant administration fees if applicable |
| Organizational Development & Administration| 1. Build Western Alliance awareness through marketing and business visitations  
                                         | 2. Develop & maintain relationships with agency partners and other economic development professionals  
                                         | 3. Participate in professional development and training opportunities |
Register NOW for the Spring IEDA Conference.

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Sari David
Idaho Economic Development Association
Operations Manager
1255 W Hwy 39
Tuesday, May 3rd

12:30 – 1:30  Membership/ Marketing/Fundraising Committee Meeting-
Challis Community Event Center- Board Room

1:30 – 2:00  Education Committee Meeting-
Challis Community Event Center- Board Room

2:00 – 5:00  Garden Creek Farms Tour-
Natural warm water fish farm and greenhouses

5:15 – 6:15  IEDA Board Meeting-
Challis Community Event Center Board Room

6:15 –  Board of Directors Dinner –
Tea Cup Cafe, 200 Main Street, Challis
Idaho Economic Development Association
2016 Spring Conference

**Wednesday, May 4th**

*All Sessions held at Challis Community Event Center - 411 Clinic Rd, Challis*

7:45–8:15am Networking Breakfast / Mentorship Committee

8:15 – 8:30 Welcome and Introductions
Learn more about the Idaho Economic Development Association and meet your fellow economic developers from around the state.

8:30 – 9:00 Word From Our Sponsors

9:00- 9:30 Welcome to Challis and Custer County Video
Jolie Turek

9:30 – 10:30 **Work a Trade Show - Bob Potter Style -**
Kit Kamo - Snake River EDA Executive Director CONFIRMED
Susie Davidson - Idaho Commerce, Business Attraction Mgr.-CONFIRMED
Jan Rogers - CEO Regional Economic Development for Eastern Idaho-INVITED
- How to prep for a trade show, what to do when you get there and how to follow-up.
- Case study example of successful projects with leads from a trade show.
- Take away hand-out

10:30 – 10:45 Networking Break

10:45 – 11:45 **Idaho Community Foundation and Lemhi County Foundation**
Katherine Smith & Cindy Phelps
Learn the role of Nonprofits in Idaho and the power of local foundations in economic and community development. Find out how Lemhi County formed their community foundation and lessons you can take back to your community.

11:45 – 1:00 Networking Lunch
INL Programs for rural communities - 30 min presentation by INL
Idaho Economic Development Association
2016 Spring Conference

12:45 – 1:15  Public Affairs Committee

1:15 – 2:15 – Earned Media Presentation
Jess Flynn, CEO of Red Sky PR - CONFIRMED
Lisa Holland, Marketing & Content Manager at BVEP - CONFIRMED
• Want to know how to earn media attention and find out best practices in website development and social media?
• Once you earn media how do you present your information?
This session will give you the tips and tricks on how to become excellent in these areas.
Find out how EDOs can get earned media, how to tap into social media and/or how to be ready when a reporter calls (good or bad news). Also hear about using your personal Facebook and LinkedIn posts to engage and educate your local community.

2:15 – 2:30  Networking Break

2:30 – 4:00  Bringing Business Back to Rural Idaho
Jess Flynn, CEO of Red Sky PR - Moderator
Outdoor Recreation and Innovative Rural Business-
These innovative businesses have chosen rural Idaho and are THRIVING! Find out why and hear their stories.
• Gina Cucina and Garden Creek Farms-Jeri D’Orazio
• Weiser Classic Candy-Patrick Nauman
• Sego Skis-Tim Wells
• High Country Packer-Gary Chamberlain
• Mile High Outfitters-Travis Bullock
• Horse Creek Outfitters and WaterMark Inn-Sahra Beaupre

4:00-5:00  IEDA membership Meeting Committee Meetings

6:00-7:30  Networking Reception and Dinner
Living Waters Ranch, 3599 Garden Creek Rd, Challis

Including Evening Entertainment – Outdoor Games and Fire Pit
Thursday, May 5th

8:00-8:30am  Networking Breakfast

8:30 – 9:30  Outdoor Rec Tech Industry in Idaho
Eric Forsch, Idaho Commerce Business Attraction Team
Update on the Shot Show and give details on the Rec Tech Industry and cluster analysis. He will take a deep dive into what Commerce is doing in this industry.

9:30 – 10:30  Red Shoe Solutions- Astonishing Service
Randy Morgan, CEO - Chief Exploration Officer
Astonishing Service is about bringing our heart to work, and to all the relationships in our lives. It is about experiencing the energy of a child, the joy of play and the excitement of “new” in all our relationships. Life is all about relationships of service. We serve our Customers, our coworkers, our family, our community and even ourselves. We believe these relationships often break-down not because we don’t know how but because we have forgotten why. This session is designed to make work more enjoyable for everyone involved.

10:30 – 10:45  Networking Break

10:45 – 11:45  Red Shoe Solutions - Session Two- Stress Rescue
Randy Morgan, CEO - Chief Exploration Officer
Stress Rescue: The New Science of Rational Resilience

![Stress Rescue Poster](image)
Idaho Economic Development Association
2016 Spring Conference

11:45 -12:45 Networking Lunch

12:45 – 1:45 Connecting Rural and Urban Business
What are the needs in your community?
Roundtable discussions about how rural and urban businesses can link up and work together. Get ideas, best practices and tried solutions from other Economic Development Professionals from around the state. Bring a problem you are facing and see if two (or twenty) heads are better than one!

1:45 – 2:45 Idaho Department of Commerce and Idaho Labor Update
Georgia Smith – Deputy Director Communications & Research, Dept. of Labor
Chrissy Bowers – Administrator Industry & Community Business Development, Department of Commerce
What is going at the Departments of Labor and Commerce. Overview of programs, staff, and plans for 2016 and beyond.

2:45 – 3:00 Closing & Raffle
Stay to the end so you can be a winner!
Gift baskets from around the state and ONE FREE REGISTRATION for the next IEDA Fall Conference!