



**RURAL BUSINESS DEVELOPMENT ADVISORY COUNCIL
PUBLIC MEETING MINUTES**

**333 North Central Avenue, Suite 1900
Phoenix, Arizona 85004**

**Wednesday, September 18, 2013
12:00 P.M.**

APPROVED MINUTES

I. Call to Order and Roll Call

Keith Watkins, Committee Member, called the meeting to order at 12:06p.m. Keith Watkins, called Jourdan Harding, ACA staff member, to call roll. A quorum was present.

The meeting was noticed and properly posted.

Committee Members Present In-Person

Bill Assenmacher
David Bentler
Julie Engel
Angela Harmon
Nolan Larson
Les Orchekowsky
Stephen Rutherford
Keith Watkins
D.L. Wilson

Committee Members Present Via Conference Call

Ellen Kretsch
Leroy Shingoitewa

Committee Members Absent

Julie Pastrick (Chairwoman)
Ben File
Terri Lynn Grier
Gary Kellogg
Kip Kempton
Matthew Mandel

ACA Staff Members

Ken Chapa
Jourdan Harding
Dylan Hatcher
Lyndsay Higgins
Sarah Knaperek
Marisa Walker

Guests Present

Emily Gersema
Dr. Ioanna Morfessis

II. Welcome

Keith Watkins, Committee Member, welcomed the Committee stating that he would be filling in for Chairwoman Julie Pastrick and thanked the members for their willingness to serve and their commitments.

III. Approval of Minutes of July 17, 2013

Bill Assenmacher moved to approve the July 17, 2013 minutes, David Bentler seconded the motion. Motion was approved.

IV. Greater Arizona Brochure Presentation

Lyndsay Higgins, ACA staff member, detailed the creative promotional direction for the Greater Arizona Brochures. The brochures detailed Rural vs Metro, Quality of Life, Industries, Natural Wonders, Opportunities, and Incentives to distribute to communities and trade shows. Creative concept was approved by David Bentler and seconded by Les Orchekowsky.

V. Community Profiles Presentation

Dylan Hatcher, ACA staff member, reviewed the Community Profiles detailing demographic features, economic indicators, and unique qualities of 122 incorporated cities. The updated format will include: basic population information, taxes, labor force, workforce, and employment ranking. In addition, the profiles will be updated yearly and will comprise unincorporated communities as well. Nolan Larson approved the profile concepts and Bill Assenmacher seconded the motion.

VI. Economic Strengths Program (ESP) Framework of Guidelines

Keith Watkins, Committee member, illustrated that the Economic Strengths Program allocates \$1M each year for public agencies only. The funds are allowed for public highways or road projects; the funds are meant to aid a small piece of an overall project not to act as a standalone program. Every project will have to meet specific criteria according to a scoring metric for eligibility. Julie Engel amended that ESP should include strict criteria on who could apply. David Bentler made a motion to approve the ESP Framework of Guidelines and D.L Wilson seconded the motion.

VII. I-11 Update Discussion

Marisa Walker, ACA staff member, discussed that the I-11 project is led by the partnering with ADOT. The path, funding, and alignment are still up for debate. A deeper dive is needed to illustrate the impacts of such a freeway relative to where we are currently.

VIII. Call to Council Members for Future Agenda Items

Angela Harmon suggested that at future meetings, the members will get an updated briefing on a section of the Greater Arizona Brochure.

IX. Call to Public

No Public Comments were made.

X. Adjournment

David Bentler moved to adjourn the meeting; Nolan Larson seconded. Motion approved.

The Committee adjourned at 1:11p.m.