

Comprehensive Economic Development Strategy (CEDS) Steering Committee Meeting

Thursday, January 7, 2010 – 10 AM
CAAG Administrative Offices
1075 S. Idaho Rd., Suite 300
Apache Junction, AZ 85219

Attendees:

Barry Albrecht, CAREDF
Alton Bruce, City of Coolidge
Danielle Casey, City of Maricopa
Gayle Cooper, City of Eloy, EDGE
Gary Eide, Town of Kearney
Steve Filipowicz, City of Apache Junction
Erik Glenn, University of Arizona
Hank Gutierrez, Town of Superior
Tim Kanel, Pinal County
Al Larson, CAC
Mila Lira: Superior Chamber of Commerce
Bill Marshall, SGCEDC
Sheldon Miller, Gila County
Kim Moyers, Town of Queen Creek
Sally Odette, APS
Scott Powell, Town of Florence
Jim Rhodes, CAC SBDC
Caryn Sanchez, SRP
Ken Volz, NGCEDC
Melissa Woodall, SGEDC
Jim Nelson, Practical Solutions
Pat Schroeder, Practical Solutions

CAAG Staff:

Maxine Brown
Jack Tomasik
Randy Simms

Meeting Minutes

- I. **CALL TO ORDER:** Chair Barry Albrecht called the meeting to order at 10:05 AM.
- II. **PLEDGE OF ALLEGIANCE:** All attendees stood for the pledge.
- III. **ROLL CALL AND INTRODUCTIONS:** All attendees provided self-introductions.

IV. APPROVAL OF MINUTES – November 4, 2009

Jim Nelson clarified that EDA does not provide funding for local staff as implied in the minutes.

Alton Bruce made a motion to approve the minutes from the November 4, 2009, meeting. Al Larson seconded the motion. The motion passed unanimously.

V. NEW BUSINESS

Employment Center Adjustment Strategy Presentation (ECAS) and Discussion

Jim Nelson gave a presentation on the ECAS. The Adjustment strategy contains three key elements: current economic conditions, expected future economic growth sectors and the elements of strategy. Mr. Nelson noted that the consulting team has held several meetings with local economic development organizations so that the adjustment strategy at the District level can be linked to what the communities find most beneficial to their local or regional economic efforts. There are two types of grants available with an adjustment strategy; one to do the strategy followed by implementation grants for the specific products identified in the strategy. It is a more focused approach than the Comprehensive Economic Development Strategy, which is broader based. (See attached slides from presentation).

Steve Filipowicz shared information he learned at GPEC meetings that Arizona is more dependent on housing for growth than Michigan was on the automobile. He also related that Elliott Pollack showed the magnitude of job loss created by the great recession is 12 or greater times the next largest recession in Arizona since World War II. The Committee members observed that the future should not just target employment growth, but the type of employment that builds a sustainable Arizona.

Implementation Strategies: Mr. Nelson explained that there are differing levels of opportunity. Some projects will be ready to go immediately, others may need engineering or feasibility studies and still others that are longer-term will need basic decisions as to location, etc.

Developing employment centers: business parks, aimed at manufacturing or even visitor related, tie into R&D that comes out of the universities.

Community Innovation: specific projects that are staff intensive that are required to achieve community consensus, get stakeholder participation, form the public private partnerships, place based policies.

Development of a more sophisticated CEDS project list. Create a Project Investment File with more information, computerized so the projects can be updated.

Support regional economic clusters and business incubators.

Create a network of local business assistance centers to work with entrepreneurs and existing businesses.

Seek funding from EDA and other agencies for a revolving loan fund to help small businesses through the incubators.

Funding for a target industry analysis focusing on specific sectors that seem appropriate for the regions.

Funding for an economic development tool kit, with best practices, models from other areas, etc.

Funding for an Internet portal that would link the resources from the entire District and include all the local websites with links.

Funding for labor force information, a work force study to show what the work force is and what the training needs are.

Link state economic development incentives to employment centers. In the future might be able to use GADA to fund infrastructure in employment centers.

Implementation factors were discussed and included existence of critical mass; access to markets, workforce and natural resources; realistic project financing strategy and broad community support as well as integration with other community goals.

The strategy will be implemented in a dual track basis. One track will be the specific projects identified in the strategy. The other track will be work between the EDD and regional/local economic development organizations to refine the strategy and create strong projects.

The Committee recommended adding a speaker's bureau or sales team (Public Analysis Liaison Team, PAL) to call meetings with the legislative representatives with recommendations as to what is needed in the CAAG District to support and improve economic development potential. The purpose could be to provide information, retrain them, let them know what other states are doing. A message focused on a single point should be developed rather than taking a whole package which would confuse and weaken the issue. Over time all the issues could be covered. They also asked for tangible, discernable next steps to be identified.

The study will also contain a section with regional profiles based on CAAG research, community meetings and input. That work will be provided for review within a few weeks

There was a short lunch break.

Mission and Composition of CEDS Committee

Pat Schroeder facilitated a Committee discussion about potential future composition and direction of the CEDS Committee. The summary of that discussion is attached to these minutes.

Community Updates

No community updates

VI. DATE –TIME – LOCATION OF NEXT MEETING

Tentative meeting scheduled for mid to late February at the CAAG Main Office.

VII. CALL TO THE PUBLIC

No one answered the Call to the Public

VIII. ADJOURN

Meeting adjourned at 1:45 pm.