

The Economic Alliance
Board Meeting
December 5, 2012
Koala Street Grill, Omak

Attending Board Members:

Rich Watson, Chairman
Coleen Couch, Treasurer
Lael Duncan, Past Chairman
Gail Howe
Kurt Danison

Arnie Marchand
George Brady
Andy Lampe
Mary Watson

Absent Board Members:

Nan Kallunki, 1st Vice Chairman
Kyle Desautel, 2nd Vice Chairman
Amanda Jackson, Secretary
John Andrist
Melanie Wyss
Alison Gillette

Steve Kreider
Art Himmler
Joe Pakootas, Colville Tribes (CTFC)
Nespelem/Coulee Dam Position #1 -- Vacant
Nespelem/Coulee Dam Position #2 -- Vacant
Okanogan County Tourism Council Rep -- Vacant

Staff & Guests:

Roni Holder-Diefenbach, Executive Director
Carolyn Davis, Admin. Assistant
Anne Marchand, NW Native Development Fund

Bonnie Waude, Center for Entrepreneurship, WVC
Nancy Nash, WorkSource & Omak Chamber

Chairman, Rich Watson, called the meeting to order and asked for introductions. Andy Lampe made a motion to approve the agenda as presented, Coleen Couch seconded. Motion passed. Gail Howe made a motion to approve minutes from October 24, 2012. Lael Duncan seconded. Motion passed.

Executive Director Report

Roni Holder-Diefenbach distributed her monthly report. (Attachment #1). She spoke about the upcoming Job Fair, which is scheduled for February 28, 2013. It is free for business to set up a table. The recent business classes were very well attended. The first session had 49 people and the second training was a two part session and had almost 70 people. The presenters were very good, and entertaining as well as informative. The Economic Alliance handled the registrations and utilized our package with North Cascades Broadcasting to advertise these trainings. Nancy Nash stated that she felt the advertising done by the Economic Alliance made both of these sessions a success. Upcoming HR/Business Classes include “Behavior Styles: Managing Others with Trust and Respect” and “Internal Customer Service” with Michael Nash on February 13, 2013. Another session will be present on April 17, 2013 “De-Escalation of Aggressive and Mentally Ill Individuals.” Mr. Ellis Amdur of the Edgewood Crisis Intervention Resources will present this training. Also on the horizon is a class about Social Media – beyond Facebook and Twitter. This class will touch on social media platforms such as HootSuite, Sprout, or Sprinklr to assist businesses with marketing. Also a class on “How to do Business with the Federal Government” will be done in the spring by the NCW Procurement Technical Assistance Center.

Andy Lampe suggested that the Economic Alliance might want to do a seminar on the potential effects of health care issues and the effects of the tax impacts on businesses.

Roni Holder-Diefenbach reported that she attended the NCW Workforce Development meeting and used the webinar through the DVR. It worked great and allowed her to attend without traveling. She also attended the IRIS Success Summit. This event has grown and was held at the gym at the Entiat High School. They showcased success stories throughout the region. She felt the networking at this event was very helpful. IRIS is looking for the next site for the Success Summit. If you have a community that wants to host the event let her know.

The Economic Alliance also recently had a review of the SBDC program by Ted Schinzel with the SBA Spokane District Office and Duane Fladland, Associate State Director of the SBDC from WSU. At the end of the visit they praised the work that Lew Blakeney does here in Okanogan County and we should receive a final report in the near future.

Roni Holder-Diefenbach also reminded everyone of the upcoming Agri-Tourism Conference, scheduled for December 7 – 9 at the Central Building in Pateros. On the 9th they will be taking a farm tour to several businesses in Orondo, Chelan, Manson, Winthrop and Okanogan.

Board Business

Election of Board Members: The following were present for a new three year term:

- Mary Watson, Central #1
- Kyle Desautel, Colville Tribes Representative
- Alison Gillette, Methow Valley #1
- Coleen Couch, South #2

Kurt Danson made a motion to elect these for another three year term. Lael Duncan seconded. Motion passed.

There are still two positions vacant that expire in 2012:

- Commissioner Rep #1 (which should be filled after the first of the year)
- Coulee Dam/Nespelem #1 – Anne Marchand has volunteered to fill this position at the next meeting. These will both be a three year term

Additional vacant positions are the Nespelem/Coulee Dam Area #2 and the Okanogan County Tourism Council Representative. When these are filled it will be for the remainder of the terms.

Election of Board Officers: A slate of officers was presented as follows:

- Rich Watson, Chairman
- Nan Kallunki, 1st Vice Chair
- Kyle Desautel, 2nd Vice Chair
- Amanda Jackson, Secretary
- Coleen Couch, Treasurer

Kurt Danson moved to accept the slate of officers as presented. Andy Lampe seconded. Motion passed.

Rich Watson spoke about Amanda Jackson, the Economic Board Secretary and representative from the Arts Community. She was recently appointed to the Washington State Arts Commission. This is a great recognition of the role that she has played in the arts in Okanogan County. He also felt that the impact of the arts as a business in the Methow Valley really shows a statement about this community.

Standing Committee Reports

Treasurers Report: An updated cash flow projection was distributed to Board members with actual through November. Coleen Couch reported that we are projected to be about \$8,000 over what was projected for our carryover. This is mainly because of the ADO funding that was restored and the extra funds received from Kinross Gold. We will be in a good cash position at the end of December and will be working on the 2013 budget to present in January.

Communication Committee: Roni Holder-Diefenbach reported that the new web site has a place for minutes and agendas, as well as the Board list. We are able to do registrations for workshop/seminars online now. The newsletters will also be posted on the web site. A newsletter was sent out yesterday and if you are not receiving it please let Roni know. Rich Watson stated that if you hear of a success story, please let the office know.

Infrastructure Committee: No Report.

Business Education Committee: Mary Watson asked Bonnie Waude to speak about the Center of Entrepreneurship online series for those who want to start their own business. Classes include Start Your Own Small Business, Creating a Successful Business Plan, Small Business Marketing on a Shoestring, and Accounting Fundamentals. These are non-credit, non-transcribed course of study for introductory business owners as well as existing businesses looking to grow their businesses. The core courses are also approved by the Washington State Self Employment Assistant Program (SEAP). The cost is \$95 per class.

Old Business

No report.

New Business

Rich Watson spoke about having Yoram Bauman speak at our March Board meeting. Mr. Yoram Bauman, “the world’s first and only stand-up economist”. He performs regularly at colleges and corporate events, sharing the stage with everyone from Robin Williams to Paul Krugman. He has appeared in TIME Magazine and on PBS and NPR, and is the co-author of the two-volume *Cartoon Introduction to Economics*. He is also the organizer of the humor session at the annual meeting of the American Economic Association. Rich felt that we should feature Mr. Bauman for the Board meeting and extend a general invitation to the communities, the community college, and the schools. We would probably have to use a different location to accommodate an increase in audience.

Lael Duncan reported that the OCCAC is looking to have five VISTA volunteers and they are taking application until next week.

Kurt Danison reported that the Loup Loup Ski Hill will be opening on December 15, one of the earliest opening in several years. He also spoke about the group, Omak Rodeo & Native American Center Association (ORNAC). They are currently in process of writing a grant to get a landscape architect to finish the design of the concourse in front of the Stampede Arena. There is a lot of historical information that has been collected over the years and they are working on developing a place to display this information.

Gail Howe mentioned that Santa will be coming to downtown Pateros on a fire truck. The Omak Chamber is also having a Christmas Twilight Parade on Saturday and the Jingle Bell Jog will take place on Saturday also. The fund raiser Crab Feed for the Okanogan County Fair is also scheduled for Saturday. Kurt Danison also stated that Linda Black has done a great job to use the Tonasket VIC for artists to meet and display their work. Tonasket is also working on developing a Splash Park for kids.

Kurt Danison stated that the Okanogan County PUD is still trying to reactivate the Enlow Dam. They are at the end of the process, but it is being appealed by environment groups. He felt that the Similkameen Trail will be a huge economic generator for the area and the Enlow Dam will be part of this attraction.

Anne Marchand spoke about the NW Native Development Funds recent training for entrepreneurs. They had three graduates at the Omak class and three at Wellpinit class. They are currently gearing up for tax season and setting up VITA tax preparers.

Meeting adjourned 12:20

Next Meeting January 23, 2013, 11 – 1, at the Koala Street Grill. Please mark your calendars!

Respectfully submitted,
Carolyn Davis, Administrative Assistant



ATTACHMENT #1

Economic Director Report

November/December 2012

Meetings Attended (November):

- NCW EDD-Chelan
- Job Fair Planning Session
- IRIS Success Summit
- NCW Workforce Development Board Mtg
- Development Agreement follow up-Perry Huston

Upcoming Meetings (December):

- NCW Loan Fund Board Meeting
- WSU Agro Tourism meeting
- NCW EDD
- Omak Chamber of Commerce

During the month of November we met with Worksource and partner agencies to plan the upcoming annual job fair which will be held February 28th from 10-2. The Economic Alliance will again provide marketing and advertising for the event as well as provide lunch for all the employers in attendance.

The Business Classes that were held in November were a success. They drew 49 individuals to one session and 69 to the two part session on the 16th. These classes were offered as part of a collaboration with the Okanogan County Local Planning Area who work with the Workfirst program. We will continue to offer more trainings in February (see below for specific information).

This month we also had a visit from the SBDC Lead office for our annual audit. At the end of the visit the Duane Fladland, Associate State Director from WSH who praised the work that Lew Blakeney does here in Okanogan County. We should receive a final report in the near future.

Business Education classes in the works:

- HR/Business Classes continued: Michael Nash returns to Okanogan on February 13, 2013 to present on “Behavior Styles: Managing Others with Trust and Respect” and “Internal Customer Service.” The series concludes on April 17, 2013 when Ellis Amdur of the Edgewood Crisis Intervention Resources presents his training, “De-Escalation of Aggressive and Mentally Ill Individuals.”
- Social Media: Beyond Facebook & Twitter (this class will touch on Social media platforms such as HootSuite, Sprout or Sprinklr to assist in marketing your business). This will be part one of three of a business education series and will be held in the spring.
- Eastern Washington PTAC-Spring Series