

The Economic Alliance Board Meeting

August 26, 2014

Conference Call

Attending Board Members:

Kyle Desautel, Chairman, CCT Planner
Kurt Danison, City Planner
Coleen Couch, Treasurer,
Melanie Wyss, Gebbers Farm

Arnie Marchand, Oroville VIC
Sheilah Kennedy, County Commissioner
Lanie Johns, Clerk of the Board, Okanogan County
Lael Duncan, OCCAC

Absent Board Members:

Janet Wilson, City of Okanogan
Amanda Jackson-Mott, Secretary
Dr. Erik Swanson, Omak School Superintendent
Debbie Atuk, Business Director, Colville Tribal Federal Corp.
John Andrist, No. Cascades Broadcasting
Rich Watson, NCW Business Loan Fund
Mary Watson, WVC

George Brady, Cascade Biological Supply, Pateros
Ted Piccolo, NNDF
Alison Gillette, Twisp Works
Chris Branch, OCTC Rep
Nespelem/Coulee Dam Position #2 – Vacant
Methow Valley #2 -- Vacant

Staff & Guests:

Roni Holder-Diefenbach, Executive Director
Carolyn Davis, Admin. Assistant

Chairman, Kyle Desautel called the meeting to order. Roni Holder-Diefenbach explained that this was an emergency meeting of the Board to consider the recommendation from the Selection Committee. Roni Holder-Diefenbach gave a brief overview of the situation and that the Economic Alliance has received \$150,000 from the governor's strategic reserve funds to market the county after the devastating fires. We need advertise that Okanogan County is open and encourage visitors to visit and shop in our businesses. Roni Holder-Diefenbach explained the process for advertising for a marketing company and the evaluation process. Six proposals were received and evaluated by the committee, which made up of local chambers, cities, and businesses. The Selection Committee recommended to the Economic Alliance Board that BrandQuery from Mount Vernon, be hired to design and coordinate the advertising.

Kurt Danison made a motion to accept the recommendation by the Selection Committee, Lael Duncan seconded. Discussion: Kyle Desautel stated that this company has dealt with the use of state funds and the committee did discuss hiring one of the local firms that had submitted a proposal, but felt that BrandQuery was the best suited and they did rank highest on the score sheets. Kurt Danison asked if BrandQuery had any evaluation or report on the effectiveness of their efforts after the Oso mud slide disaster. Kyle Desautel reported that he did check their web site to see and they did report an increase in traffic. After further discussion, those on the conference call and those in the office were polled and the vote was unanimous in favor of accepting the Selection Committee's recommendation. We also received an email approval from Rich Watson and Dr. Erik Swanson.

Next Meeting September 24, 2014, 11 – 1, at the Koala Street Grill. Please mark your calendars!

Respectfully submitted,
Carolyn Davis, Administrative Assistant