

San Juan County  
**Economic Development Council**

April 20, 2011 • Teleconferenced

**DRAFT MEETING MINUTES**

**Attending:**

Board members: Jim Hooper, Cathy Cavanagh, Bruce Gregory, Peggy Long, Liz Illg, Michelle Loftus, Gary Franklin,  
 Steve Hushebeck, Lance Evans

Guests attending: Margie Doyle

Absent: Ralph Hahn • Recorder: Jim Hooper

Topic	Key Discussion Points and Agreements	Actions and Next Steps
Call To Order	The meeting was called to order at 9:05 a.m.	
Approval of Minutes	Bruce moved to approve March minutes; Liz seconded; all in favor.	<b>M/S/P:</b> March minutes approved.
Review of Financials	Cathy and Victoria will discuss changes with Kathie Reitan	
New Topics/ Correspondence	Victoria received a letter from a middle schooler asking about the County, and she responded with information. Steve indicated that the Town also received the same request, and information was sent. Same with the Chambers. Only the contract with the County needs to be finalized.	<b>AI:</b> Jim to sign the County contract.
Announcements	Gary announced that the Arun Raha presentation was excellent. Liz: County wide arts council, that came out of the critical needs task force, are calling for a strategic planning session on May 2 <sup>nd</sup> at the EarthBox meeting room at 9:00 a.m. for 4 hours. If anyone else in the EDC would like to participate, Liz is inviting participants. If arts and culture is in your area of interest, Liz would like to talk with you.	
President's Report	Jim covered his topics later in the meeting	
Director's Report	<ul style="list-style-type: none"> <li>•The Arun Raha event netted \$255 but the point was not to be a money maker. Attended by 70 people. The room was not quite large enough. <i>Feedback from the group on the Arun Raha event:</i></li> <li>•Lance: I didn't think the other speaker was needed.</li> <li>•Cathy: I think we should try to use the Mullis Center if we do this again - and have it catered.</li> <li>•Jim: Room size, sufficient to accommodate the participants with space to move around, is more important than the poshness of the place.</li> <li>•Gary: It'd be nice if all seating was forward of the podium and presentation screen.</li> <li>•Steve: Meeting content was excellent. The room was too crowded though.</li> </ul>	

	<ul style="list-style-type: none"> <li>●Peggy: There is a room upstairs at the Best Western that is pretty nice and I believe holds more people</li> <li>●Michelle: Consider Vinnie's or Homesteaders as a venue. I thought the speakers were very informative.</li> <li>● We discussed other ideas. A speaker series, for example. Bi-annually or quarterly, is a possibility. This year, Victoria indicated that her bandwidth is pretty limited. Lance mentioned Discovery House at Rosario as another possible venue. Cathy said that in the past, a local economic update had been done at the Community Theater, and it was very well attended. It was done in conjunction with the Chambers. In the future, possible considering which approach might bring the biggest audience to the meeting.</li> <li>●Shoestring Marketing Class was taught with Peggy Long and had 16 people. Netted \$240. Social media class had 16 people and netted \$865. Skagit Valley class in Mount Vernon has also requested that Victoria come to teach a Social media class. Victoria received verbal support from board members to do this.</li> <li>●Energy retrofit class is going on in Bellingham, in conjunction with the Workforce Development Center.</li> <li>●New clients are being assisted with Jack Yelverton. He has rounded up others to help. Victoria talked about the business types that are being helped.</li> <li>●Jim and Victoria went to Orcas and met with Lance, Jill Blankenship at Frontline Call Center, and Rick Hughes</li> <li>●Victoria presented at Leadership San Juan Islands last Friday.</li> <li>●Budget update: There is a chance that the state budget cut may not be as severe as earlier thought. Preliminary budget estimates are looking more favorable.</li> <li>●Upcoming classes: Financial Statements class on Orcas, May 31, with Cathy, and Social media marketing class on June 7 on Orcas, and a Microsoft tips and tricks class in June.</li> </ul>	
Broadband Report	<ul style="list-style-type: none"> <li>● Committee is drafting a “prospectus” which outlines the current situation here in the County and is intended to help in securing funding for a technical feasibility study to identify infrastructure alternatives and cost to improve broadband bandwidth in the county. To secure an estimated \$40K which would be used for the technical expert.</li> </ul>	<p><b>AI:</b> Victoria to send a preliminary draft of the prospectus to folks on the board tomorrow so that people can see a draft in progress. Victoria suggests asking for \$25K from the .09 funds.</p> <p><b>AI:</b> read the draft and respond to</p>

	<p>Question to the Board: thoughts on whether to apply for .09 funds for funding the broadband technical feasibility study.</p> <p>Bruce: Important to have a person familiar with the island environment, as it could happen that it would be costly to bring a person up to speed even before work would be done.</p>	<p>Victoria by Friday or Saturday. Response regarding generally OK to move forward with .09 fund request.</p>
<p>Transportation Report</p>	<p>On March 28, Liz and Jim attended a County Council work session on ideas for the Transportation Element update in the Comprehensive Plan. The County has received money from the state to conduct this update. It was a good session with comprehensive requests to the County Staff on some analyses to conduct.</p> <p>Another County work session is planned for May 23<sup>rd</sup> (date we are not completely sure of).</p> <p>This coming Thursday there will be a session of the Critical Needs Task Force Transportation Workgroup at the Garden Room of KeyBank. Unfortunately, the Town Council meets at the same time. Liz and Jim will co-facilitate that session. This meeting is an opportunity for attendees to update each other on various transportation-related activities and issues that are going on. Meeting minutes will be produced and distributed to EDC Board members.</p> <p>Transportation section of the Scenic Byway plan is out for review currently.</p>	<p><b>AI:</b> Be on the alert for public forums on the Transportation Element.</p>
<p>Improving the Customer Experience</p>	<p>Steve continues to work with the Town LTAC board and hopes to get his board members to complete the survey on Your Town practices.</p> <p>Two work group sessions with the San Juan Island Chamber and the Visitor's Bureau on how to articulate a customer experience promise for the islands which could be used in conjunction with marketing to set high expectations on experience as well as with businesses in the county to focus customer service and training efforts.</p> <p>Outlined a plan of using an open-ended survey to solicit stories from the community on good customer service, with the hope that these stories could inspire that "promise" and could also be used chart a path forward in terms ways to improve customer experience.</p> <p>Jim thinks the survey is ready if Peggy and Minnie think the survey is ready, and Deborah. Yesterday at the Chamber meeting, Minnie Knych, VP of the Chamber,</p>	<p><b>AI:</b> Board members to complete the survey as well. Only 10 questions and should less than 15 minutes to complete.</p>

	<p>talked about the Your Town book good practices. There is another Chamber evening meeting on May 9<sup>th</sup>. Peggy to contact Tom, and Jim to provide the survey link.</p> <p>Lance feels that it is probably OK to use the same survey with Orcas members. Question 3 ... might be broadened out a bit and slightly clarified.</p> <p>Work group currently includes Peggy, Minnie Kynch, Steve Hushebeck, Deborah Hopkins, Tom Kirschner. Copies of all materials are being shared with Lance Evans on Orcas and with Lia on Lopez.</p>	
Other comments	<p>Jim: How did today's phone conference work for you?</p> <p>Bruce: Phone conference worked well, using VOIP.</p> <p>Cathy: Conference call worked well, but not all the time.</p> <p>Gary: Agree. Like the phone conference and don't want to do it every time.</p> <p>Lance: Have good intentions to come to a meeting in person one of these days, and the call worked today.</p> <p>Michelle: Like the telephone conference. Add Michelle to information about Customer Experience.</p> <p>Liz: First time in Victoria's new office. Technology is great.</p> <p>Peggy: Technology worked well.</p> <p>Steve: Concur with other opinions. Works well particularly for people on other islands.</p> <p>Victoria: GoToMeeting is being sponsored by Orion Development Group, Rockaway Park, New York.</p>	
Announcements	<p>Next meeting – May 18. Teleconferenced at Lopez, Orcas, San Juan Island Library Community Rooms, 9:00-11:00,</p>	
Meeting adjourned 10:30		