

San Juan County  
**Economic Development Council**

January 29, 2011 • Whidbey Island Bank

**APPROVED MEETING MINUTES**

**Attending:**

Board members: Jim Hooper, Patty Miller, Liz Illg, Cathy Cavanagh, Steve Hushebeck, Peggy Long, Marilyn O'Connor, Michelle Loftus, Gary Franklin, Bruce Gregory

By phone: Lance Evans

Guests attending: Jack Yelverton, Tom Kirschner

Absent: Alan DiBona, Ralph Hahn • Recorder: Victoria Compton

Topic	Key Discussion Points and Agreements	Actions and Next Steps
Call To Order	The meeting was called to order at 9:05 a.m.	
Introductions	Introduction to guests Jack Yelverton, and Charlie Anderson (at 9 a.m.)	
President's Report	Jim is helping Leadership San Juans with this year's program and has taught a couple of classes. Jim and Victoria gave a presentation to the Town of Friday Harbor Council, on 2010 achievements and 2011 goals.	
Director's Report	Victoria: State quarterly report is done, budgeting is done, Lopez business class had 5 people, will start Lopez/Orcas office hours starting in March, economics presentation will be given to nonprofits starting in March, business class schedule is done for 2011, working on sawmill legislation with Walt Corbin, have found 3 potential locations for office move but am waiting to hear back, working on setting up contractor education classes this year (energy retrofits), Arun Raha WA State Chief Economist will speak in April. Minnie Knych asked the EDC to be the overseeing agency for her over 55 employee program; board needs more info to decide. Liz: Call the Opportunity Council in Bellingham for help with energy classes. Lance: Would like videoconferencing for meetings.	<b>AI:</b> VC will call Opportunity Council for help with retrofit classes. <b>AI:</b> VC will look for videoconferencing locations in FH.
Nominating Committee Report	Liz put forth nomination of Gary Franklin, Cathy seconded; all in favor. Officers slate for 2011: Jim Hooper, Pres., Cathy Cavanagh, VP, Bruce Gregory, Secy/Treas. Liz moves to approve aforementioned slate, Peggy Long seconds.	<b>M/S/P:</b> Gary Franklin new board member. <b>M/S/P:</b> Slate of officers approved.
Business Support Report	Victoria: most covered in E.D. report, additionally, there is one business working on wind energy that has some exciting potential. Jack and Victoria are starting to work on businesses.	
Broadband Report	Jim: Broadband plan has three steps: <ul style="list-style-type: none"> <li>Developing draft position paper defining current broadband situation, and identifying granting agencies (purpose of the document is to start</li> </ul>	

	<p>conducting final planning and to find \$25-50k for final planning grant).</p> <ul style="list-style-type: none"> <li>• Searching for granting agency and securing funding.</li> <li>• Completing an in-depth analysis and plan.</li> </ul> <p>VC: It's important for the EDC to stay involved in wireless discussion.</p>	
Transportation Report	Liz: There's a petition to legislature to improve ferries; a transportation group has formed on Lopez; Rep. Lytton seems more interested in transportation than her predecessor; Liz attended the ferry advisory committee and reports that Howie Rosenfeld is showing leadership statewide; Scenic Byways: public review document will be online starting 2/9 on Visitor's Bureau website; Liz and Victoria met with Howie R. and he seems newly charged with transportation matters.	
EDE	Will have first workgroup meeting in March. VC will schedule meeting. Liz suggested that we add tourism to the EDE.	<b>AI:</b> VC will schedule workgroup meeting for early March.
Improving the Customer Experience	Steve presented the book <i>Your Town</i> , a workbook on how to improve a community's brand and presentation to visitors. Board discussed ways to improve the customer experience. Gary suggested the idea of a mystery shopper program; Peg suggested setting up a list of expectations. Board agreed that we should focus on implementing <i>Your Town</i> ideas in San Juan County. Board stressed that we work with the chambers of commerce.	<p><b>AI:</b> VC will mail <i>Your Town</i> to Lance.</p> <p><b>AI:</b> VC will ask Minnie Knych if over 55 group can become ambassadors.</p> <p><b>AI:</b> Jim will convert Steve's survey and send it to board on SurveyMonkey.</p> <p><b>AI:</b> Board will return survey.</p>
Approval of Minutes	Liz moved to approve December minutes; Marilyn seconded; all in favor.	<b>M/S/P:</b> December minutes approved.
Review of Financials	Marilyn moved to approve December financials, Gary Franklin seconded, all in favor.	<b>M/S/P:</b> December financials approved.
2011 Budget	Victoria presented revised 2011 budget, reflecting additional cost-cutting measures and Cathy's donation of time toward bookkeeping. Marilyn moved to approve 2011 budget, Gary seconded, all in favor.	<b>M/S/P:</b> Revised 2011 budget approved.
New Topics/Continued Correspondence	Liz thanked Patty Miller for attending the meeting. Patty: EDC needs to remind County Council of economic needs of SJC businesses. Suggests sending our priorities to Council. Patty suggested that EDC lobby our representatives to make sure that Commerce's funding cut comes from the top, not the bottom.	<p><b>AI:</b> VC will email EDC's priorities to Council before their retreat.</p> <p><b>AI:</b> VC will ensure that EDC's presentation to Council happens soon.</p> <p><b>AI:</b> VC will call Patty to work on a letter to Sen. Ranker &amp; Rep. Morris and Lytton + Council.</p>
Announcements	Next meeting – February 23, 9:00-11:00, Whidbey Island Bank	
Meeting adjourned 11:00		