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*MEDA represents over 200 members who are actively involved in local economic activity, community development, job retention and job creation for Montana.*

## **MEDA BOARD MEETING**

RCEDA Conference Room, 274 Old Corvallis Rd., Hamilton, MT 59840

May 9, 2013 6:30pm – 8:30pm

Dial in 712.432.0175 pin 217279

## **MINUTES**

**PRESENT:** Tracy McIntyre, Jason Rittal, Martin DeWitt, James Grunke, Ken Richardson, Rae Lynn Hays, Brian Gion, Rick Edwards, Tony Preite, Andy Poole, John Rogers, Chris Mehus, Stuart Leidner, Kellie Danielson, Jim Smitham, Jim Davison, Brian Obert, Linda Kindrick, Brett Doney, Steve Arveschoug, Andy Poole, Betty Preite, Paul Tuss, and Gloria O'Rourke.

### **1. Previous Minutes February 4<sup>th</sup> and March 21st – Board**

Rick Edwards moved to approve the minutes from the February and March meetings. Martin DeWitt seconded the motion; motion carried.

### **2. Financial Reports – Rick Edwards**

Rick Edwards shared the first quarter Financial Reports. Kellie Danielson requested that the budget reflect the motion made last year to increase funding for professional development. The board noted the reduction in dues collected. Gloria is to follow-up with new economic development staff members and invite them to join MEDA. Martin moved to approve the financial reports; Stuart Leidner seconded the motion. Motion carried.

### **3. MSU Extension/Community Foundation Project - Rae Lynn Hays**

Rae Lynn Hays reported on a grant project with MSU Extension, Montana Community Foundation and Anaconda Local Development. The purpose of the program is to build capacity in community foundations. With Montana's aging population, data shows that there is a large transfer of wealth pending and Montanan's need to keep those funds within the state rather than leaving the state. Community foundations could be the vehicle to capture this wealth. Economic development organizations will be encouraged to partner with foundations over the next three years to build a collaborative partnership. A transfer of wealth event will be held in several areas across the state.

### **4. Committee Updates or Assignments**

#### **a. Legislative – Rick Edwards, Chair**

Rick was thanked by the board for his efforts and work throughout the legislative session. Rick reviewed the MEDA bills list and provided a summary of the session. It was noted MEDA played defense and should plan to play offense for the next session, i.e., a strategy for an inflationary increase for MEDA's programs. One question asked by legislators was: if you were to receive a little extra money where would you put it? Rick wants MEDA to begin preparing now for the next session with marketing plans rolling out a year before the 2015 session. Rick said return on investment data will be key.

Brett Doney would like MEDA to start from scratch and learn what other states are doing, what opportunities Montana has, and build a program that would be the best to produce results. Brett wants to form a working group right now and said staying even means Montana is falling behind. Brett's idea is to find out what Idaho, Wyoming, North Dakota, South Dakota are spending on

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economic development programs and compare that information to Montana. Another strategy would be to place in inflationary increase in the Governor's budget.

Preparation for Legislative Strategic Planning:

1. Conduct internal homework and review our own programs.
2. Conduct a return on investment analysis on these programs.
3. Ask: what new ideas are needed? Ask this question as if Montana was a new state with no existing programs and imagine what tools would be needed.
4. Regional comparison of other states.
5. Hold a strategic planning session with the above information in hand.

The MEDA Executive Committee was tasked with assigning board members to form subcommittees to begin the above work.

b. Scholarship – Anne Boothe

In Anne's absence, Gloria reported on the following scholarship award winners: Brigitta Freer, \$1,000 for IEDC training; Warren Vaughan, NDC training \$1,000; and Jenn Kreiner, \$800 for grant training. Tracy encouraged MEDA board members to continue to spread the word on the scholarships as these three winners were the only applicants.

c. Professional Development – Kellie Danielson

Kellie Danielson discussed Hometown Competitiveness and inquired if MEDA would like to have the program return to Montana. After a brief discussion, Kellie will do more research on Hometown Competitiveness options. Kellie also reported the workshop with Dr. Kolzow yesterday was fabulous and had hoped that more board members would be present. It was suggested a webinar option be made available and to include professional development training as part of the regular MEDA conference agenda, keeping the MEDA agenda to a noon to noon timeframe.

Kellie addressed MEDA Strategic Plan Goal 1. Objective 1: Research and determine if an annual training institute for new members would be beneficial and utilized by MEDA members. Kellie felt that such training would need to go beyond MEDA members and involve attendees from MACo, League of Cities and Towns, etc.

Discussion:

- Consider a circuit plan for a statewide training, but do not duplicate courses offered by MACo, League of Cities and Towns, etc.
- Partner with groups such as MACo, learn what courses they already offer and provide alternatives.
- Change the strategic plan to be an orientation for new members plus invite key program representatives to educate on programs.

d. Nominating Committee – Paul Tuss

Paul shared the Nominating Committee report which included the following recommendations for officers and board members:

<b>Officers</b>	<b>Board Terms Renewed to 2015</b>	<b>New Board Members</b>
President Tracy McIntyre Past President Larry Mires Vice President Jason Rittal Treasurer Rick Edwards Secretary Gloria O'Rourke	Jason Rittal Kathie Bailey Brian Gion Andy Poole Tracy McIntyre Jim Atchison	Linda Kindrick Chris Cerquone

Paul moved to accept the recommendations from the Nominating Committee. Stuart Leidner seconded the motion. Motion carried.

e. Program Review Committee – Tony Preite

Tony Preite reported three requests have been made to date: one with IWT, one with BSTF and one with USDA. All requests for assistance have been resolved. Tony would like Andy to take the lead on the committee.

f. Web Portal Working Group – Chris Mehus

Chris Mehus shared the final draft of a Project Proposal compiled by the Web Portal Working Group. The proposal would ultimately build a statewide online economic development gateway for Montana. Chris provided background information on the year-long developing project and requested the MEDA. This proposal would dovetail with what the Governor's office is doing in planning a more united web presence for economic development in Montana. MEDA's website would become much more than a membership service site. The new site would become a definition of what Montana economic development looks like across the state. All economic development organization websites would be under the MEDA umbrella and possibly mesh with the state economic development information in the future.

Rick Edwards moved to adopt the Project Proposal and request the Executive Committee to comprise a committee with representation from rural, regional, business, federal and state ties to proceed with a formal RFP or RFQ. The newly formed committee will be charged with identifying funding, likely from EDA and BSTF, and then will bring the RFP response to the board. Jim Smitham seconded the motion.

Discussion:

- Brett respects the work that has been done by the Web Portal Working Group but feels \$10,000 should be enough to build a new site. Brett questioned how the site would be maintained.
- Steve Arveschoug recommended a substitute motion that would identify funding prior to beginning the committee work. With Chris explaining that the funds would likely involve EDA and BSTF, Steve withdrew the motion.

Voting in favor: Tracy McIntyre, Jason Rittal, Martin DeWitt, Ken Richardson, Brian Gion, Rick Edwards, Andy Poole, Stuart Leidner, Jim Smitham, Jim Davison, Linda Kindrick, and Paul Tuss. Voting opposed: Kellie Danielson, Brett Doney, Steve Arveschoug, and James Grunke. Motion carried.

Chris said general next steps could involve the committee providing an RFP and funding, hire a consultant who would meet with all economic development players to obtain a grasp of Montana's diversity and build a framework for one presence for Montana economic development organizations.

**5. Fall Conference Agenda Committee**

After a brief discussion, Martin DeWitt moved for the MEDA Fall Conference to be held in Sidney October 2<sup>nd</sup> – 4<sup>th</sup>. Rick Edwards seconded the motion; motion carried. The conference committee will include: Jason, Martin, Kellie, Brett and Leslie.

**6. Misc. and Updates**

a. Strategic Plan

- i. Code of Ethics. Kellie Danielson moved to approve the Code of Conduct and Code of Ethics drafted by Jim Davison and Stuart Leidner. Rick seconded the motion; motion carried.
- ii. Tracy will review the MEDA Strategic Plan during the Friday morning Annual Meeting and encourage membership participation. Tracy asked the board to become more involved as well.

b. GOED Strategic Plan – John Rogers

John Rogers updated the board on Governor Bullock's statewide roundtables project that will be used to generate information for the statewide strategic plan. John said a statewide plan has not been compiled since the Racicot administration. John also said that MEDA is perceived as being a stovepipe and feathers its own nest. John explained MEDA has to do a better job of explaining the funds used to create jobs and build Montana's economy. The general plan should be in place by January 2014. MEDA leadership and members were encouraged to have a strong voice at the roundtable meetings.

c. Regional Sector Analysis Update – John Rogers/Gloria

Gloria shared the expanded version of the Regional Sector Analysis Report. Steve Arveschoug moved to leave the expanded report as a draft and refer to it as needed. Martin seconded the motion; motion carried.

d. Ex Officio Board Members – Tracy McIntyre

Tracy McIntyre requested a motion to place Ex Officio members on the board. Martin moved to appoint Tony Preite USDA/RD, John Rogers GOED, Meg O’Leary MDOC and SBA State Director Wayne Gardella to the board. Jim Davison seconded the motion; motion carried.

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<b>Action Item</b>	<b>Who</b>	<b>When</b>
Invite newly hired economic development staff to join MEDA.	Gloria	Ongoing
Check budget to make sure increase for Professional Development is included	Mike O	May 30th
Form subcommittees to begin planning the legislative strategy	MEDA Executive Committee	May 30th
Investigate Hometown Competitiveness options	Kellie	July
Form subcommittee to generate funding and RFP/RFQ for economic development web portal. To include outcomes, funding and possibly business attraction needs.	MEDA Executive Committee	May 30th

DRAFT