



MEDA Board Retreat Minutes July 10 – 11, 2014 Sponsored by 5.19 Oilfield Services

Location: Shane Lalani Center for the Arts, 415 E. Lewis St., Livingston, MT

July 10, 2014 11:30am – 5:30pm

PRESENT: Jason Rittal, Jim Smitham, Rick Edwards, Brian Gion, Linda Kindrick, Leslie Messer, Tracy McIntyre, Paul Tuss, Brett Doney, Jim Davison, Luke Walawander, Stuart Leidner, Martin DeWitt, Tony Preite, John Rogers, Kathie Bailey, Ken Richardson, Kellie Danielson, Mike O'Rourke, and Gloria O'Rourke.

1. Previous Minutes – Board Action

- a. Executive Committee Minutes. After a review of the agenda, President Jason Rittal requested approval of the May 14th, and July 2nd, 2014 MEDA Executive Committee Minutes. Rick Edwards moved to approve with a second to the motion from Brian Gion; motion carried.
- b. Board Minutes. Leslie Messer moved to approve the MEDA Board Minutes from the May 5th, 2014 meeting; Linda Kindrick seconded the motion. Motion carried.

2. Financials – Rick Edwards

- a. Reports. Treasurer Rick Edwards reviewed the financial reports as of May 2014. The Web Portal Project income and expense numbers are close to balancing with \$3,000 still needed. Brian moved to accept the financials; Stuart Leidner seconded the motion; motion carried.
- b. MEDS Contract. It was learned the contract between MEDA and MDOC is in place until July 31, 2016. Tracy McIntyre moved to renew the contract between MEDA and MEDS at the current amount with the potential for a bonus should extra work be required in the coming year. Rick Edwards seconded the motion; motion carried. Mike and Gloria thanked the board for the opportunity to work with MEDA and BEAR for another year.

3. MEDA Fall Conference – Chair Chris Shove

With many conferences already scheduled it is difficult to find a date for MEDA's fall conference. Martin DeWitt moved to hold the MEDA Fall Conference in Helena on Monday and Tuesday, September 29th and 30th, subject to availability. Linda Kindrick seconded the motion; motion carried.

4. August 7th TIF Workshop – Luke Walawander

Luke Walawander, Beartooth RC&D Program Director, is hosting this high level educational workshop and encouraged everyone to assist in spreading the word about the workshop and register to attend.

5. Montana Economic Gateway – Luke Walawander, Web Portal Chair

Luke reviewed the minutes from the MEDA Web Portal Committee in which the committee recommended approval of the 1.) Feasibility Study and Addendum 2.) The Funding Plan submitted by the MEDA Web Portal Funding Subcommittee with conditions as described in the minutes and 3). To proceed with Phase 2, if the Funding Plan conditions were met. After much discussion, the board took the following action.

- a. Feasibility Study and Addendum. Brett Doney moved to approve the first two tasks as complete, including the Stakeholder Interviews and the first three requirements listed under the Feasibility Study; the following two

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BOARD OF DIRECTORS: JASON RITTAL, PRESIDENT, TERRY * KEN RICHARDSON, VICE PRESIDENT, MISSOULA *
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* BRIAN GION, GREAT FALLS * JIM ATCHISON, COLSTRIP * JIM SMITHAM, BUTTE * JAMES GRUNKE, MISSOULA * BRETT DONEY, GREAT FALLS *
* LESLIE MESSER, SIDNEY * ANNE BOOTHE, MALTA * ANDY POOLE, HELENA * MARTIN DEWITT, WOLF POINT * CHRIS CERQUONE, MISSOULA *
* STUART LEIDNER, BOZEMAN * CHRIS SHOVE, HELENA * STEVE ARVESCHOU, BILLINGS * LUKE WALAWANDER, JOLIET * LINDA KINDRICK, HELENA *
* KELLIE DANIELSON, KALISPELL * KATHIE BAILEY, LEWISTOWN * PAUL TUSS, HAVRE *

requirements of identifying existing websites for collaboration and existing technological resources to offset costs were not addressed in the study. The next two tasks, including the Marketing and Communications Plan and the Brand Development and Implementation Plan should be listed as incomplete. For the sake of discussion, Martin DeWitt seconded the motion. Following a discussion, Rick Edwards offered a substitute motion to accept the work product as submitted to allow payment to Golden Shovel and closure of the Big Sky Trust Fund Grant with more in depth information on the communication and marketing strategies piece to follow. Brett accepted the substitute motion but has reservations and feels the maintenance costs are unaffordable. Martin seconded the substitute motion. The motion passed with Brett voting in opposition. Jason and Luke will reach out to Golden Shovel for more information on the communications strategies piece.

- b. **Funding Plan Recommendation.** With funding gathered in the form of pledges, Linda Kindrick moved to accept the recommendations of the MEDA Web Portal Committee to move forward and execute the draft funding plan with a newly formed Investment Committee working in partnership with Golden Shovel. The Investment Committee will consist of a representative from each CRDC and a representative from each of the main cities on the web portal landing map as these are the entry points through the portal. The expectation will be that the Investment Committee will have obtained commitments for a minimum of \$150,000 on or before January 1, 2015. In the event that this funding commitment has been achieved the project will move forward; if not, the project will cease; for the sake of discussion Jim Smitham seconded the motion. Following a discussion, Jim Smitham amended the above motion to strike "in partnership with Golden Shovel" as MEDA should raise the funds. Linda Kindrick seconded the motion; the motion carried with Brett Doney voting opposed.

Next steps:

- i. An Investment Committee will be formed of MEDA members only; an email will be sent asking for volunteers.
- ii. Jason and Luke will ask for a more detailed communications and marketing plans as well as a breakdown of costs for maintenance as the maintenance costs are prohibitive.
- iii. Consider requesting an RFP for Phase 2.

- c. **Web Portal Discussion Revisited**

It was discussed Friday morning that the votes to proceed with an Investment Committee and the Membership Committee conclusions should be tabled as the Membership discussion and Gateway discussion were in conflict as both decisions depend on learning more of the capabilities of the new MEDA website. Stuart Leidner moved to reverse the decision to proceed with an Investment Committee to obtain pledges for the Montana Gateway Project and instead test the new MEDA website and determine what its costs and capabilities involve before further consideration of the Montana Gateway Project. Martin DeWitt seconded the motion; motion carried. Jason and Luke will inform Golden Shovel that the Montana Gateway Project is on hold until the MEDA webpage is fully launched, functioning, and understood.

6. By-Laws/Membership Update – Jim Smitham

Jim Smitham, Membership Committee Chair, provided an update on this committee's work to date.

- a. **Outreach.** Since early spring, letters have been sent to previous members, non-paid members, and potential new members to encourage membership. In addition, an incentives list has been posted on the website.
- b. **Restructuring.** Another task of this committee was to look at membership restructuring and explore examples from other states. The committee concluded that the current by-laws, which describe members as individuals, could remain in place and a price break could be enacted for multiple members of an organization. Brett Doney moved to have the first three members of an organization pay dues at \$125 and each one thereafter a \$100 rate. Stuart Leidner seconded the motion. After much discussion and vote, the motion failed. Kathie Bailey moved to have the first member from an organization pay \$125 with each member after paying \$100 in dues. At this time Gloria O'Rourke shared some of the "bells and whistles" that will be provided to members on the new MEDA website. Jim Smitham moved to table the dues discussion until more information is in hand during the September Board meeting. Rick seconded the motion; motion carried.

7. Resource Team Assessments

Two letters were received requesting Resource Team Assessments:

- a. **Big Timber.** Beartooth RC&D is requesting MEDA Board Approval for a Resource Team Assessment in Big Timber. Paul Tuss moved to approve pending adequate funds. Kathie Bailey seconded the motion; motion carried.

- b. Malta/Phillips County. Phill-Co Economic Growth Council requested a Resource Team Assessment to be held in Malta/ Phillips County. Martin DeWitt moved to approve pending adequate funds; Kathie Bailey seconded the motion. Motion carried.

8. Delayed Discussion Items

For the sake of time, the following items were postponed for either later in the meeting or the September Board Meeting:

- a. Policy for Sponsoring a Project
- b. MEDA By-Laws Committee

9. MEDA Legislative Strategy – Rick Edwards

Rick Edwards, Legislative Chair, began the discussion by reviewing two existing documents including a spreadsheet that Jason developed listing current and proposed programs with current and proposed funding levels plus a document that Rick drafted that listed the same in relation to the Main Street Montana Project Business Plan.

To summarize, Rick suggested the overall MEDA Legislative Strategy needed to be comprised of:

- a. Working with MDOC to become part of Governor’s Budget
- b. A strategy that fits with Main Street Montana Business Plan
- c. Attend Main Street Montana Regional Meetings and provide input to the Business Plan
- d. Overall MEDA Legislative Strategy
 - i. Inform Legislators about what we do
 - ii. Engage partners such as MACo, League of Cities, MAP, Chambers, etc.
 - iii. Contact business partners to tell our story and fit with specific programs
- e. Utilize Rotunda Day (January 14, 2015)

John Rogers suggested taking Rick’s Main Street Montana Project draft and add three bullet points under each program that links a well-known project to that program. In this way, it would be made clear that economic developers are not non-profits just needing money, but entities that work with businesses who wish to improve economic development tools. John also suggested MEDA come up with a way to make the programs appear seamless to business owners so that the “plate of spaghetti” is no longer a confusing mess but involves easy access in obtaining assistance.

Note: A summary of the MEDA Board Legislative Discussion is at the end of this document as it spanned both days of the board meeting.

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MEDA Board Retreat Minutes

July 11, 2014

8:15am – 1:00pm

PRESENT: John Rogers, Roger Hopkins, Stuart Leidner, Ken Richardson, Paul Tuss, Tracy McIntyre, Leslie Messer, Kathie Bailey, Brian Gion, Jim Smitham, Jason Rittal, Rick Edwards, Mike O’Rourke, Gloria O’Rourke, Brett Doney, Jim Davison, Steve Arveschoug, Linda Kindrick, Martin DeWitt, Luke Walawander, Kellie Danielson, and Tony Preite. Special Guest: Jim Molloy, Chief Advisor to Governor Bullock

10. Main Street Montana Project Regional Meetings – Jim Molloy, Governor’s Office

MEDA President Jason Rittal welcomed Jim Molloy, Chief Advisor for Governor Bullock, to visit about the pending Regional Meetings for the Main Street Montana Project. Jim shared an overview of what is planned for the meetings and emphasized engagement is being sought from four dimensions: government, the private sector, local and regional economic development groups, and tribal entities. Each meeting will be facilitated from 10am – 2:00pm with a special time set aside from 2:15pm – 3:30pm for the team to meet with EDOs and LDOs to discuss specific economic development issues for the region.

Jim also mentioned the challenge of discussing new programs in this process. Jim suggested economic developers come prepared instead to address an issue in the plan (mention page, goal and objective) and respond with a current/proposed solution.

Gloria and Jason will compile a letter for BSTF to accept the Feasibility Study.	Gloria and Luke	Week of July 14
Reach out to Golden Shovel for more information on the communications strategies piece.	Jason and Luke	Week of July 14
Big Timber Resource Team	Gloria	ASAP
Malta/Phillips County Resource Team	Gloria	ASAP
White Papers Due	MEDA Board Members	August 1 st
Register for Regional Meetings	MEDA Board	July 18
Letter requesting Andy's Position Filled	Jason and MEDA Board	ASAP

MEDA LEGISLATIVE DRAFT AS OF JULY 11 2014 - INTERNAL DOCUMENT

TOPIC: INFRASTRUCTURE			White Paper: Jason and Tracy
Programs Accessed: TSEP, BSTF, RRGL, MDOT, Coal Board, SRF, TIFs, DNRC, CDBG			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
Broadband		\$100,000	Broadband <ul style="list-style-type: none"> Local Gov't must respond to new regulations and growth Cost of testing new broadband prohibitive so business can't invest Railroads <ul style="list-style-type: none"> Amtrak is so backed up it cannot be on schedule. Roads <ul style="list-style-type: none"> Truck traffic extremely heavy in parts of the state. TSEP <ul style="list-style-type: none"> Way too slow of a process with some processes taking six years. Need one application to bundle CDBG, TSEP, DNRC, etc. W2ASACT is broken. PILT <ul style="list-style-type: none"> Funding may no longer be available for roads, schools, public safety. Legislators and the Public re: Infrastructure <ul style="list-style-type: none"> Non-coal producing counties need to support coal board legislation. Legislators need to support infrastructure projects even if not in their area because they benefit the entire state. <u>New Programs:</u> <ol style="list-style-type: none"> Consider Wyoming's model of Business Ready Communities. Consider a statewide infrastructure program.
Eastern MT Infrastructure		\$45,000,000	
TSEP	18,000,000	Fund well and use annually.	

TOPIC: REGULATION			White Paper: Rick Edwards
Programs Accessed: Brownfields, Petrofund, DEQ, EPA,			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
			DEQ <ul style="list-style-type: none"> DEQ tests without solutions/permitting/timelines Extremely slow speeds Moving targets and lack of consistency Need multiple path permitting processes Administrative issues rather than legislative EPA <ul style="list-style-type: none"> MEDA needs to engage on the Federal level with EPA Collaborate with EPA and DEQ; Easier to work with EPA Brownfields <ul style="list-style-type: none"> Tort action liability protection Remedial timeline under Voluntary Cleanup and Redevelopment Act Liability protection for new purchasers or innocent landowners Ask MACo what is on its agenda regarding Brownfields Ask businesses what did NOT happen because of permitting; hold agencies accountable. <u>New Programs:</u> The state is working on a web portal that will list all permitting requirements for each industry in one place on its website.

TOPIC: PEOPLE AND WORKFORCE			White Paper: Brett Doney
Programs Accessed: Primary Sector Workforce Training, Incumbent Worker Training, SBDC, Blackstone Launchpad, BEAR, SWIB, DNRC, CDBG, etc.			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
Primary Sector Workforce Training	\$1,400,000	\$2,500,000	Primary Sector Workforce Training (OTO) <ul style="list-style-type: none"> • Slow to approve • Need to fill gap in qualification criteria, clean up language, or define a new program • More rapid response to training needs
Incumbent Worker Training	\$500,000	\$750,000	IWT <ul style="list-style-type: none"> • Enhance BEAR and IWT by involving Higher Ed using pilot project with MT Tech, NWE, BEAR, and BLDC.
SBDC	\$125,000	\$200,000	SBDC <ul style="list-style-type: none"> • Not enough capacity; underfunded – cannot begin to meet needs.
Indian Country Ec Dev			ICED (OTO)
Blackstone Launchpad* (Also under Research)		\$150,000	Blackstone Launchpad <ul style="list-style-type: none"> • Entrepreneurial training and support
Skilled Workforce			Skilled Workforce <ul style="list-style-type: none"> • More flexibility and rapid response from two year and four year colleges – be more nimble, i.e., SWIB, DNRC, CDBG used together • More incumbent worker training • Educational inequality • Make sure all programs are known such as TAC and SWAMMI – specialized training dollar programs. • Dual enrollment: Apprenticeship Programs – Trade Pathways/Certifications
Multi-generational Workers			Multi-generational Workers <ul style="list-style-type: none"> • Understanding cross-generations training • Great job recruiting undergrads but little or no recruitment for graduate or post-grads.
Early Education			Early Education <ul style="list-style-type: none"> • Begin soft skills training early • Lack of daycare; give us the “how to” once a need is identified to address that need, i.e., once a need for more daycares is identified.
Utilizing tourism for Workforce Recruitment			Utilizing tourism for Workforce Recruitment <ul style="list-style-type: none"> • Use tourism dollars and efforts to also attract good workers for our businesses and research opportunities.
			<u>New Program:</u> Student loan payment to stay in state and work in key industries.

TOPIC: RESEARCH			White paper: Paul and Ken
Programs Accessed: Research and Commercialization, Blackstone Launchpad, Food and Ag Centers, SBIR			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
Research and Commercialization	\$1,275,000.00	\$3,650,000	<ul style="list-style-type: none"> • Language change 25% to coal and clean energy research
Blackstone Launchpad * (Also under People and Workforce)		\$150,000	<ul style="list-style-type: none"> • Keep graduates in Montana; retirees replaced.
SBIR/MTIP	\$50,000/\$100,000		
Growth through Ag	\$625,000	\$1,250,000	
Biomedical	\$1,000,000	\$1,000,000	(OTO)
Food & Ag Crs	\$65,000	\$100,000	(OTO)
Misc.			<ul style="list-style-type: none"> • Improve coordination between business, economic development and university system. • Research Tax Credit – is it helpful? Used? If not, make saleable.

			<ul style="list-style-type: none"> • Invest in the University System! • Overhead costs an issue • Know of emerging technologies and get ahead of workforce training
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TOPIC: MARKETING /PERCEPTION			White paper: Brett
Programs Accessed: GOED Budget			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
Misc.	\$	\$	<ul style="list-style-type: none"> • Microscopic budget for business investment • Tourism marketing and Economic Development marketing silos • Perception- Holiday State vs Place to do Business State • Alumni – Come Home Montana • Share Economic Development Success Stories <p>New Program: Consider a new fund of \$300,000 to Market Montana as a good place to do business using our beauty and other typical tourism attractions as a business recruiting tool.</p>

TOPIC: ACCESS TO CAPITAL			White paper: Jim Davison
Programs Accessed:			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
Misc.	\$	\$	<ul style="list-style-type: none"> • Size of capital • Entrepreneurial • Crowd Funding • P3 Corporations - Public, Private, • EB5 (Statewide or Partner) • Bioscience Alliance (Valley of Death) • Educate Bankers, Accountants, and Attorneys of underutilized programs such as Board of Investments.

TOPIC: CAPACITY - Hinders inability to compete			White paper: Kellie and Jim Smitham
Programs Accessed: CRDCs, MCDC, MMEC, Export/Trade			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
Misc.	\$	\$	<ul style="list-style-type: none"> • Lack of Capacity • Too much Bureaucracy • Urban vs Rural • Not getting the word out about existing services available (due to lack of capacity) • Steady source of operating funds needed • Educate Legislators on what we do – how we impact the economy
CRDCs	\$425,000	\$500,000	<ul style="list-style-type: none"> • No increase since 1999 to serve multi-county regions
MCDC	\$65,000	\$75,000	<ul style="list-style-type: none"> • No increase since 1999
MMEC	\$200,000	\$300,000	<ul style="list-style-type: none"> • Not enough engineers to serve entire state
Export Trade	\$300,000		<ul style="list-style-type: none"> • No increase since 1999
Main Street Program			<ul style="list-style-type: none"> • (OTO)?

TOPIC: NATURAL RESOURCES			White paper: Tracy and Kathie
Programs Accessed:			
Program/Issue	Current \$	Proposed \$	Solutions and Needs
	\$	\$	<ul style="list-style-type: none"> • Key to Economy • Programs Essential