

West Plains/Airport Area Public Development Authority

October 8, 2018

7:00 AM – 11:00 AM

Minutes – Special Meeting

Attendance

WP-AA PDA Members present: Theresa Sanders, Gerry Gemmill, Larry Krauter, Al French, Ben Stuckart, William Butler

WP-AA Executive Director: Todd Coleman

Staff/Guests present: Boris Borisov, Taudd Hume

Meeting called to order 7:00 am

Agenda

- Reason to create PDA
 - Underutilized assets from previous investments
 - Land
 - Rail
 - Water
 - Sewer
 - Roads
 - Desire for growth
 - Generate community wealth through jobs
 - Generate revenue for public services
 - Maintain core services
 - Opportunity for collaboration
 - Growth focus versus revenue
 - Focus
 - Sustained effort
 - Pursue economic development and jobs each day
 - Compete as a region versus within the region
- Interests/Motivators for Creation of the PDA
 - Airport
 - Generate capital for airport projects from non-aeronautical properties
 - Financing mechanism for hangers
 - Prepare shovel ready properties
 - County
 - Develop rail spur
 - Support development of Spokane International Airport
 - Economic development through jobs growth and increase median wage
 - City
 - Collaborative focus for the region
 - Seize opportunities
 - Advocate for new business

- Healthy community through economic growth
 - Utilize existing assets
 - Ripple effect of higher paying jobs
 - Private Business
 - Collaboration results in confidence and focused efforts
 - Proactively market Spokane
 - Increased focus on market outside the region
 - Strong pro-business effort
 - Unified message of working together to leverage success
 - Increase certainty
- Opportunities
 - Infrastructure
 - Roads
 - Water/Sewer
 - Power/Gas
 - Fiber
 - Rail/Shortline
 - Recent Successes
 - Airport \$150 to \$200 million capital investment
 - Amazon Fulfillment Center
 - Caterpillar
 - Truck Sales
 - 3 Hotels
 - North 40
 - Gas/Fuel
 - Light Industrial Park
 - Grocery Store
 - Eco Park
 - Waste to Energy Plant
 - Heat
 - Clean Energy
 - Aerospace
 - Advanced Manufacturing
 - GSI
 - County - \$250k +\$250k
 - City - \$58k
 - Airport - \$25k
 - Higher Education
 - EWU
 - WSU
 - Gonzaga
 - Community Colleges
 - Fairchild
 - Relationships
 - FTZ
 - 10 Hour Trucking Rules
 - Opportunity Zones
- Challenges
 - Stormwater
 - RFQ in process
 - Wetlands

- Mitigation Bank
 - Land Use
 - City of Spokane
 - Spokane County
 - Spokane International Airport Overlay
 - Fairchild Overlay
 - Airway Heights
 - Limited shovel ready property
 - Marketing to outside region
 - Housing
 - Greenbelt connectivity to downtown
- Goals
 - PDA Will Directly Impact
 - Shovel Ready
 - Airport Lands
 - Infrastructure – PDA drive outcome, City and County projects
 - Stormwater – PDA drive outcome, City and County expertise and utility
 - Permitting
 - Land Use – Drive outcome through subarea plan or other process
 - Marketing
 - 20% or less regional – Through earned media
 - 80% or more new markets – PDA will lead
 - PDA Will Influence
 - Workforce
 - Workforce Housing
 - Decision Making Criteria
 - Flexibility
 - Proactive
 - Clusters
 - Return on Investment
 - Wages
 - Staffing
- Recap on Mission & Vision
 - PDA Role
 - 12 Month Goals/Vision
 - 5 Year Goals/Vision
 - Strategic Plan/Balance Scorecard

12 MONTH GOALS

- Attract new business/expansion
 - New jobs
 - Above state median wage
- Complete a strategic plan
- Collaborative proposal for NMA
- FAA land release
- Wetland mitigation bank substantially into permitting
- Complete an actionable stormwater plan
- Create a comprehensive 6-year capital plan for infrastructure
- Implement succession planning for the Board
- Grow community wealth
- Define a plan for land use and substantially start a subarea plan
- Have a logo
- Have a web page
- Complete a marketing plan and have professional collateral
- Create and utilize a comprehensive project evaluation matrix
- Create a transparent performance dashboard
- Be known as an economic leader in Washington state
- Be top of mind in Olympia

5 YEAR GOALS

- Be a bondable organization
- Have significant assets
- Create new jobs and attract new businesses
- Be the home of Boeing's new NMA plant
- Be on the map known for advanced manufacturing and aerospace

Adjourn 11:00 am