

West Plains/Airport Area Public Development Authority

October 18, 2018

11:30 AM – 1:49 PM

Minutes - Regular Meeting

Attendance

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

WP-AA PDA Members Absent: Ben Stuckart

WP-AA Executive Director: Todd Coleman

Staff/Guests present: Boris Borisov, Taudd Hume, Todd Mielke, Todd Woodard

Meeting called to order 11:30 am

Action Item No. 1: Approval of Minutes: 9/20/2018 Regular Meeting. Gerry Gimmell made a motion to approve the September 20, 2018 minutes. Al French seconded. **Motion passed unanimously.**

Action Item No. 2: Approval of the September 11, 2018 to October 10, 2018 Financials. Larry Krauter reported he reviewed the financials in the absence of Ben Stuckart. Bill Butler made a motion to approve the financials. Theresa Sanders seconded. **Motion passed unanimously.**

Action Item No. 3: Approval of 2019 Budget. Todd Coleman reported the budget provided to the Board before the meeting via email has been updated to reflect more up to date figures. Mr. Coleman suggested reporting on the budget to the Board quarterly.

Al French reported that he spoke with the State about shifting road tax dollars to the PDA. The State constitution does not allow for this however, the County may elect to use these funds within the PDA boundary while retaining funds at the County. Taudd Hume stated the University District has developed an interlocal agreement with the City to request similar revenues from the City. This way the funds are retained with the municipality and the U-District makes requests. In this type of agreement the government entity can decide whether to grant or deny requests. A similar model can be developed for the West Plains Airport Area PDA via amendment to the interlocal agreement. The Board agreed to pursue this option with the County. Larry Krauter asked Todd Coleman to develop a timeline for this process and the Board would like to finish this by the end of the year.

Todd Coleman asked the Board if the tax revenue related to construction of new improvements on airport property should be captured in the revenue sharing model of the PDA. The Board agreed that this is the case. Mr. Coleman also stated that the ongoing property and utility tax is going to keep the operations of the West Plains Airport Area going. The opportunity for infrastructure funding will come from construction sales tax.

The budget also includes funds for an administrative assistant at 24 hours per week. The Board discussed the need to have a full time position to ensure the office is open for business for visitors, investors, and clients. The Board members discussed the importance of this person to not only handle the administrative duties but also represent the organization in a professional manner. Mr. Coleman will update the budget to reflect this change in the near future. Al French made a motion to approve the budget. Gerry Gimmell seconded. **Motion passed unanimously.**

Action Item No. 4: Approval to Become Member West Plains Chamber. Todd Coleman made a request for the West Plains Airport Area to become a member of the West Plains Chamber of Commerce. Bill Butler made a motion to this effect. Theresa Sanders seconded. **Motion passed unanimously.**

Action Item No. 5: Authorize Solicitation of Branding Services. Todd Coleman reported on two bids he has received for branding services. One offer came in at \$8,000 while the second was \$40,000. Mr. Coleman believes we should be looking at a price point in-between this range. The goal is to have a brand and logo for the PDA. Bill Butler and Al French volunteered to be on a subcommittee to help with the selection and review committee.

Project Updates, Presentations and Briefings: Advantage Spokane, GSI. Todd Mielke, the CEO of Greater Spokane Incorporated presented on the Advantage Spokane website. Mr. Mielke spoke about the need to establish more collaboration between Economic Development partners. The current model of Economic Development lead management relies on a small group of people getting the lead and then reaching out to more partners. This can feel exclusionary and Mr. Mielke recommended a more regional collaborative model be pursued in two areas: economic development and marketing.

On the marketing front, the Advantage Spokane website has been the region's one stop shop for data while selectspokane.com has been the GIS based tool powering some of its functionality. Todd Mielke would like to update this regional website and is asking partners for funding. The budget is about \$75,000 and will include building/updating a website and optimization services.

Board members inquired how leads would be processed under this model. Members in the region are competitors in some sense so who decides where the leads are sent? Mr. Mielke suggested that an Economic Development Alliance group be formed which could utilize the data on Advantage Spokane to help process where the leads are referred to. Board members expressed a desire for the PDA to have access to the customer and not have the customer be filtered through another group.

Mr. Mielke stated that he is asking the Board for two things. First, to sign a letter of support for this effort which can be utilized to help with fundraising efforts with other potential partners. Second, for the PDA to support this effort financially. The Board differed to Todd Coleman as the Executive Director to propose the amount of financial support the PDA will offer. The Board agreed to sign a letter of support under the condition it be utilized in a responsible manner.

Action Item No. 6: Authorize Solicitation for IT Services. Theresa Sanders made a motion to authorize the Executive Director to solicit for IT services if city or county solutions are not able to be implemented. Al French seconded. **Motion passed unanimously.**

Action Item No. 7: Authorize a Solicitation for Marketing Services. Todd Coleman reported that he plans on having a brand, marketing and some advertisement to be implemented by the end of the year.

Project Updates, Presentations and Briefings: Hanger Discussion. Todd Woodard presented on an opportunity for the Board to monitor. A company is interested in selling a hangar to the PDA and then lease it back. The company may need some extra capital for operations and is exploring this as a cash-flow mechanism. The Board agreed that this isn't something the PDA can do right now but to monitor this as an opportunity to build assets in the future.

Meeting closed at 1:49pm

West Plains/Airport Area Public Development Authority

October 18, 2018

2:00 PM – 5:00 PM

Minutes - Special Meeting

Attendance

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

WP-AA PDA Members Absent: Ben Stuckart, Al French

WP-AA Executive Director: Todd Coleman

Staff/Guests present: Boris Borisov, Taudd Hume

Meeting called to order 2:00 pm

Interview candidates for vacant board position:

- Interview Roger Woodworth
- Interview Jake Closson
- Interview Maurice Piersol
- Interview Greg Birchell

No action was taken.

Meeting adjourned at 4:55 pm