

West Plains/Airport Area

Public Development Authority

July 11, 2019

7:30 AM – 9:00 AM

Minutes – Board Workshop

Attendance

WP-AA PDA Members present: Greg Birchell (via phone), William Butler, Al French, Gerry Gemmill, Larry Krauter, Ben Stuckart, Theresa Sanders,

WP-AA PDA Members absent: None

WP-AA Staff present: Todd Coleman, Executive Director, Sueann Herkel, Executive Assistant, Taudd Hume; Legal Counsel

WP-AA Staff absent: None

Staff/Guests present: Joe Herzog, Gerd Scheller

Meeting called to order at 7:34 am

Welcome and Introductions:

Board Chair Larry Krauter conducted roll call of Board. Quorum present.

Discussion Item No. 1: Request made by Joe Herzog, CFO, Selkirk Pharma

There are 110 acres adjacent to Odom Corporation, zoned light industrial, that Mr. Herzog is requesting become part of the PDA. Future development may include several smaller light industrial sites or one or more large light industrial businesses. Board Member Theresa Sanders asked for the top two reasons of the desire to locate within the PDA. Mr. Herzog's response involved the benefits Selkirk Pharma experienced by locating within the PDA. Additionally, the City rates result in cost savings on developed parcels, resolving traffic challenges and the publicity they will receive because of the positive marketing being created by the actions of the PDA. Board Chair Larry Krauter asked about the timeframe for development to which Mr. Herzog stated that they hope to break ground in March.

From this discussion, the Board collectively decided that an in-depth analysis needs to be completed to present to the City and County for consideration. The PDA Board role will be to make a recommendation to the City and County. To change the PDA boundary requires a charter amendment.

Discussion Item No. 2: Draft Strategic Plan

The Board was asked to discuss the PDA's Strategic Plan considering goals, initiatives, tasks and mission. The following is the Board's determination as to the priorities of the PDA. Within the goals, initiatives and tasks are listed.

Draft Goal 1 - Provide business with certainty of schedule, budget and outcome.

Key Initiatives:

- Support business in the due diligence process for go/no go decisions and permitting.
- Develop a strategy and implement, in cooperation with Spokane International Airport, the release of property from FAA control.
- Clarify and simplify land use within the PDA in coordination with JLUS, City, County and Airport zoning and overlays.
- Coordinate infrastructure development to include water, sewer, stormwater, fiber and wetlands mitigation.

Draft Goal 2 - Market the West Plains and Spokane region with a targeted focus on the advanced manufacturing and aerospace industries.

Key Initiatives:

- Create marketing collateral for the PDA.
- Launch a comprehensive PDA website.
- Implement a strategic marketing plan to create brand awareness.

Draft Goal 3 - Foster strategic partnerships to further economic development and the creation of jobs in the West Plains and Spokane region.

Key Initiatives:

- Work with legislators to create support state and federal legislation and grant programs to support innovation zones, advanced manufacturing, and aerospace sectors.
- Participate in key industry associations to further the PDA's mission and vision (e.g. WEDA, AWB, WPPA, INWAC, etc.)
- Leverage the cooperative partnership between the City, County, Airport and PDA.

Draft Goal 4 - Develop an inventory to support new business development and the expansion of existing business.

Key Initiatives:

- Proactively develop multimodal transportation facilities to support efficient movement of goods and employees via road, runway and rail.
- Prepare vacant land of various sizes and locations in both private and public ownership for shovel ready development.
- Develop and support an inventory of buildings of various sizes in both public and private ownership for immediate occupation by new and expanded business.

Draft Goal 5 - Create financial sustainability in the PDA's business plan to ensure short- and long-term growth.

Key Initiatives:

- Maintain a consistent history of clean audits with the Washington State Auditors Office.
- Develop adequate funding tools to achieve the mission and goals of the PDA (e.g. grants, tax revenue sharing, bonding capacity, etc.)
- Model for and deliver a target return on investment (ROI) on projects within the PDA.
- Maintain a positive cash flow year over year.
- Develop a comprehensive project evaluation matrix considering Goals 1 through 5 for consistent and informed decision making.

Draft Mission

The West Plains Airport Area Public Development Authority was created for the purpose of adding new, above the median wage, jobs to the Spokane Region through the recruitment of new business and expansion of existing business.

Draft Vision

The West Plains Airport Area is a globally recognized innovation zone with a cluster of advanced manufacturing and aerospace companies. These companies employ over 30,000 people with a median income 20% greater than those in the surrounding region. There is adequate infrastructure to support growth of commerce due to the collaborative and proactive planning for the area. Companies choose the West Plains Airport Area because of its robust multimodal transportation system that provides efficient logistics via runway, roadway and rail. The area is served by state-of-the-art regional stormwater facilities which provide easy connectivity to properties as they develop and recharge to critical water sources. Existing wetlands have been mitigated prior to impact providing certainty for development, safety of aircraft, and in critical habitat in wildlife areas.

Discussion Item No. 2: Marketing Request for Proposal

Greg Birchell briefed the Board that the RFP has been separated into two proposals, one for creative collateral and another for strategic planning.

Board Member Items:

None

At 9:01 AM the July 11, 2019 meeting was adjourned.