



**Minutes of November 30, 2016
Board of Directors Meeting following Retreat
Serving Bellevue, Carey, Hailey, Ketchum, Sun Valley,
and Blaine County, Idaho**

<u>Members Present</u>	<u>Members Absent</u>	<u>Also present</u>
Cody Langbehn Steve Mills Rick LeFavre Matt McNeal Dan Olmstead Patrick Buchanan Walt Denekas Bryan Furlong Candice Pate Eric Seder Mike Goitiandia Baird Gourlay (K)	Bellevue Rep (B) Carey Rep (C) Don Keirn (H) Maggie Howard Jack Barriteau Jacob Greenberg (County) Peter Hendricks (SV)	Harry Griffith, Exec Dir Doug Brown, Membership Linda Haavik Jerry Miller, Department of Commerce

- Welcome:** Meeting was opened 1:30 p.m. at St. Luke’s Wood River Medical Center following the Annual Board Retreat.
- Minutes:** Minutes of the September 21, 2016 Board of Directors meeting were considered.

***Board Action:** Upon motion by Walt, second by Rick to approve the minutes; and unanimous vote in favor (11-0), the motion passed.*

3. Governance.

A. Board Composition: Maggie’s resignation due to work conflicts has been received. The balance of terms of several other Board members was reviewed. Board members coming close to the end of their terms are asked to relate their continued interest in serving that the number of open Board seats can be anticipated.

The Governance Committee will be used to review those interested in serving on the Board. The By-Laws require a recommendation from the Committee for approval by the full Board to seat a new member. Characteristics the Board is interested in are wide ranging: architect/developer, attorney, female, fund-raiser, Hispanic, large employer, passion for the area, south valley, & succession to ED. Doug will collect names from Board members of those who may be or are interested in participating and forward them to the Governance Committee, chaired by Dan Olmstead.

B. Committees: General consensus was to retain the committees that exist and meet as needed: Executive, Governance, Finance and Advocacy.

The Executive Committee developed draft criteria for the Advocacy Committee to use to determine what issues should be advocated by SVED. The following represents the criteria with modifications

made after discussion. Measures such as low, medium and high for each criteria will be used. Some criteria will not be applicable in all cases.

Advocacy Assessment Criteria

1. SVED Mission (**measurable success**, fit, priorities, funding, etc.)
2. Quality of Place (traffic, environment, air, water, etc.)
3. Job Creation/Talent Attraction (#, timing, pay range, skills, etc.)
4. ~~Tax Payments~~ **Economic Impact** (~~sales, property, LOT~~ **private & public**)
5. Infrastructure creation (utilities, roads, parks, etc.)
6. Housing Inventory (# and prices AH and MIH units)
7. Community Values (local perspectives & fit)
8. Public Interest/Tourism (external visitor perspectives)

After using the criteria, the Committee will use the following list of approaches to determine the appropriate level/type of advocacy for SVED on issues. One or more may be used.

Options/Potential Approaches

- One-on-one/small group conversations
- Analytical support
- Membership surveys
- Website information/data
- Advocacy teams
- Speaking at Public meetings
- Newsletter articles
- Email campaigns

Patrick will be added to the Advocacy Committee which expects to consider a list of issues that are known at this time to come to the forefront this year. The Committee will bring the results to the full Board early in 2017. Issues that come up later will be considered and brought to the Board at that time.

***Board Action:** Upon motion by Candice, second by Walt to approve the criteria as modified and the possible approaches; and unanimous vote in favor (11-0), the motion passed.*

C. Board Meeting & Committee Schedules. _Every other month for full Board meetings will continue: generally 3rd Wednesdays (with some exceptions), at 11:00 a.m., at Zions Bank in Ketchum. The Executive Committee will meet the opposite months and as needed. The Finance Committee meets as needed and will work on proposed budget for 2017. The Advocacy Committee will set its calendar and, as noted, bring results of its work to the full Board.

2017 Board Meetings (all 11:00 am)

Jan 11 (2nd Wednesday)

Mar 15

May 17

Jul 19

Sept 19 (Tuesday)

Nov 15

Retreat: early December

2017 Community Meetings

1Q Forum: Feb 3: 3:00 pm – 5:30 pm

2Q Forum: Mar 29: 5:00 pm

3Q Forum: Jun 21: 5:00 pm

Summit: Oct 6

4. Membership.

Doug reported suggested a 20% increase to certain membership categories. Discussion ensued regarding a possible cooperative membership with Sun Valley Marketing Alliance and/or Chamber for Hailey and Wood River Valley. The proposal will increase the “Crusader” category from >\$1,000 to >\$1200; the “Community” from >\$500 to >\$600; and the “Supporter” from >\$100 - <\$500 to >\$200 - <\$600.

Board Action: Upon motion by Candice, second by Rick to approve the increases as noted; and unanimous vote in favor (11-0), the motion passed.

5. 2017 Action Plan.

Harry presented a consolidated action plan allowing for more meaningful reporting to the Department of Commerce and simplified consideration of the activities of SVED. The following represents the Plan as modified at the meeting:

Projects: Name		Summary Action (s)	Key Focus	Core Activities
1	Business & Talent Attraction	Develop & apply mechanisms to increase business & job formation	Attract & Retain	Idaho RFI response’s, Tax Reimbursement Incentive applications, BBB, Trade Show recruiting, Startup mentoring & KIC support
2	Tourism	Secure Improved Air, Lodging Transport & other Tourism Services and Funding	Educate & Advocate	AirLOT campaign, Airport improvements, Hotel startups and expansions, Uber support
3	Middle Income Housing	Improve middle income housing opportunities	Attract & Retain	Analysis, education & advocacy on specific Community projects that add to Middle Income housing supply
4	Consulting	Prepare community economic reports	Analyze	Organizational & Event Economic Impact Assessments, Visitor & Recreational statistics/analyses, City Economic Profiles
5	Project Incubation	Advance significant potential community innovation projects	Attract	Community engagement on Undergrounding LID, Ketchum Athletic Center, HPL and Culinary facility developments
6	Outreach	Engage businesses in economic development & educational activities	Educate & Advocate	Regular one-on-one business conversations; 4 Quarterly Forums, Annual Summit, Newsletters, Email blasts and Website enhance/outreach, social media presence

Board Action: Upon motion by Rick, second by Walt to approve the 2017 Action Plan as modified; and unanimous vote in favor (11-0), the motion passed.

6. 2017 Budget.

Doug reported the need for help with spreadsheets/organization for about 5 hours per week. Harry reiterated the need for assistance with analysis that would allow him time to spend on other work. Options to explore are (1) contracts for services or (2) a ½ FTE that might cover both areas of need.

The vote to extend the AirLOT will come in May 2017. Doug's work on that committee may take 20% - 50% of his time, resulting in potential conflict with membership duties. AirLOT committee may assist with remuneration. Discussion ensued about the wisdom of proposing a 10 year extension vs 7 years or 5 years. Early polling will be advisory on that issue. By consensus, the Board agreed that Doug's work on this project is within the mission of SVED and is confident that Doug can manage the time.

The Team of Doug and Harry meet about once a week now, but expect to begin twice a week. Board members are welcome and will be included as the Team determines.

The proposed 2017 Budget will be presented at the January Board Meeting for approval. However, it looks at this point like additional paid staff assistance may be possible.

7. Other.

Dan suggested there could be more collaboration with SEIDO and Business Plus in Twin Falls. Jerry reported on possible legislation for the 2017 session that DOC may support. There is discussion of lowering the TRI job creation criteria.

8. Public Comment.

None.

Meeting adjourned at 3:45 p.m.