

**MINUTES**  
**TRI-AGENCY ECONOMIC**  
**DEVELOPMENT AUTHORITY**  
**Special Workshop Session, Monday, April 25, 2011**

**Members Present:** Rich Enea, City, Vice-Chair  
Scott Feller, Harbor, Chairman  
Mike Sullivan, County, (entered late)  
Kathryn Murray, City  
James Ramsey, Harbor, (entered late)  
David Finigan, County, Secretary/Treasurer

**Members Absent:** None

**Others Present:** William Renfroe, Tri-Agency EDA Executive Director  
Karen Phillips, PS Business Services  
James Ketner, Admin. Asst. Del Norte Economic Development Corp.  
Jeannine Galatioto, Interim City Manager

**STRATEGIC PLANNING SESSION**

Chairman Feller called the meeting to order at 3:01 p.m. in special session to conduct a strategic planning workshop.

Chairman Feller discussed the reason for the workshop.

Commissioner Sullivan entered the meeting at 3:02 p.m.

**Review of Mission, Goals, and Objectives**

The Tri-Agency adopted its goals and objectives in 2004, which listed HAS199.com as the main focus. Since that time three annual reviews have been held to update the mission, goals and objectives and give direction to staff. The current action plan includes 12 items that summarize the tasks and where they are currently are in the process:

1. Update/maintain Tri-Agency website and Harbor/Beach video camera - the website needs to be continually maintained. The site has links to many services in the community as well as a place to archive Tri-Agency EDA files/documents. The cameras at harbor are not website capable and cannot go live for that purpose; they need an IP addressable DVR, which was not provided. Web camera links are available through the Tri-Agency website and Rural Human Service's emergency assistance center. The Crescent City Business Improvement District does not have a live camera, yet, which could be viewed on the website. Such a camera could also be used for emergency services, such as during the March 11<sup>th</sup> tsunami. Currently, Salmon Creek Design posts items to the Tri-Agency website and charges \$65.00 per hour for this service. They post agendas, minutes, web camera information, as well as other information, and make format/text changes as requested. The website scored a 2 this year, which is up from 0 last year. To score higher there needs to be changes each day, live video or video, advertisers and other items that Google uses in scoring websites. This takes addition

funds to keep the change and website maintained and current. It was mentioned that advertisers on the website have not been considered to date. The City, County and Harbor links to our Tri-Agency website have been on the website since it was first posted, as well as links to the Rancherías.

2. Priority projects funding –the executive director is working with Harbor and Airport on active projects and he suggested that he be directed to continue that work. The woody biomass application process is continuing through various funding processes including the CDBG grant process.
3. Pursue One-Stop Business Center - The One-Stop center does not have funding so it has not moving forward and the director feels that it may be a while before does move forward. The executive director discussed one-stop permitting with the interim city manager, Jeannine Galatioto. Having a one stop meeting would allow businesses to sit down with all the entities involved at one time and alleviate the frustration developers encounter. Green Star is one of the businesses that is encountering frustration in their current project to start a business on Front Street in the old Surfside Grill. 5 site selectors have talked to the executive director this month regarding projects in the community. Staff suggested that this be changed to red team joint permitting with the City/County. Commissioners suggested that the director talk with Dan Brattain and Ward Stover regarding the red team. Fund was originally provided by PacifiCorp for the red team. The idea for Northcoast Small Business Development Center (SBDC), Rural Human Services (RHS) and Tri-Agency to co-locate hit a snag when SBDC could not break their long-term lease. The space proposed was in Matt Fearing's office building on "L" Street. The initial funds were not available. If SBDC was not co-located with the other two entities, Tri-Agency could still work with RHS and coordinate training, etc. RHS has a lease that will expire in three years. This discussion will be held off until the end of three years when the RHS lease expires. The Hospitality 101 program is ending in June and here will be 12 employees let go, thereby freeing up office space.

Commissioner Ramsey entered the meeting at 3:41 p.m.

4. Professional organization participation – the director is working with Upstate California's Greg and Allison O'Sullivan, as well as CalED. We get potential leads and continuing education from these organizations. It costs \$1,500 for Upstate and \$600 for CalED annual dues. Staff would like to stay connected to these two agencies. Staff is presenting at the CalED conference in exchange for a brief presentation at the annual Upstate conference. The Chamber of Commerce annual dues are \$150.00. Commissioner Murray indicated that the Chamber of Commerce has a "gold" membership that includes linkages to all the members. Staff will review the City, County and Harbor websites to see if they have links to Tri-Agency. The Chamber "gold" membership will be added to the budget proposal to be discussed later in the day. CalED and Upstate memberships are considered beneficial; however, the cost of the "gold" membership with the Chamber was not listed on the website. Commissioner Sullivan asked that Tri-Agency ask to be linked to the Chamber website as a courtesy to a government entity. After some discussion the "gold" membership was not considered important at this juncture and will not be added to the 2011-2012 budget. Staff has attended all the BID meetings and he suggested supporting that agency.
5. Engage economic development entities - grant applications for CDBG PTA and Resource Advisory Committee applications have been applied for to obtain funding for the ethanol feasibility project. Chairman Feller indicated that funding for other projects should always be

looked at. The CDFI funding information recently sent to the director seemed to be for emergency purposes. Discussion was held regarding sewer services out Northcrest Drive, Old Mill Road, Blackwell, etc, and how that might get completed. The director talked with the SBDC director in Eureka about splitting the SBDC to allow Del Norte County to have our own SBDC. They currently get about \$60,000 as well as other funding near \$160,000+/- per year that belongs to Del Norte County. They may not be able to argue for the funding if we decided to go for the funding. Commissioners did not feel that we are getting \$80,000 worth of services at our SBDC. If we pulled the money out and used it here North Coast SBDC mayd have to lay-off one or two persons. Del Notre SBDC gets about \$145,000 for everything; the potential to get more funding is possible. Commissioners asked staff to put together some information for the split/spin-off of the SBDC, including their being their own 501(C) (3). We have the best SBDC in the state according to business consultation hour numbers, currently 1100 hours. Funding comes from SBDC, City and Tri-Agency through the CDBG microenterprise loan program. Information will be brought back to the Commission for further discussion.

6. Administer micro-enterprise financial assistance program – the loan of current funds has been completed. At this time there is not enough in the Revolving Loan Fund (RLF) to make a significant loan. The CDBG applications have been sent in and we are the poster child for the Microenterprise Loan program. The director said he recommends that the microenterprise loan program continue. The funds for SBDC portion of the program will be paid by the City through the business assistance program, and Tri-Agency will fund only loans.
7. Create and Implement Business Retention & Expansion Program - Commissioner Murray asked about clarifying the timelines on the business expansion. The director indicated that the measurement of the timelines is listed in the action plan. The 2008/2009 Action Plan was not included in the documents presented today due to its having been produced so long ago. Director Renfro underestimated that amount of time originally allocated for this program. Each business needs to have individual counseling and discussion to determine the needs of each business. An example of one business is that they needed a place to store inventory in order to expand but this information did not come to light until an in depth discussion was held. Director Renfro asked how much time the Commission wanted spent on this issue. Commissioner Finigan asked if this issue was something the Chamber should be doing. It was pointed out that the Chamber director is half-time. Should one entity be responsible for this work? This process may need to be separated by members of the chamber and non members or other break-out and referral from the director of Tri-Agency and the Chamber. Information could be shared for referral to other resources supporting the expansion and retention of jobs/businesses. A survey of needs would help to establish a baseline. The original business retention was meant to deal with infrastructure issues and governmental hoops and not so much the small business retention, according to Jeannine Galatioto. She feels that if the mission of this agency has changed, then the funding agencies need to know also. Staff will look at this matter as more of an infrastructure issue.
8. New/renewed community events, establish Community Events Commission - two events were held, one of which was the Marine Mammal Center's Crab, Wine and Cheese function, which netted them about \$5,000. They have said they will continue to host this event. The first event was the Crab, Wine and Cheese event in 2010 that Tri-Agency staff and volunteers staffed. This year the director put together an Events Committee made up of Tim Hoone, Jamie West, John Thompson, Jodi Appel, and the executive director. Commissioner Sullivan asked about the multiyear commitment for the Visitor's Bureau. The City and County are

funding the Visitor's Bureau and according to staff the past City manager was going to present an annual increase. One option would be for the County to contribute \$65,000 annually and the City was looking at \$30,000 with an increase annually up to 7% of the City's TOT allocation. Commissioners discussed a community event commission and the requests to increase the TOT for the Visitor's Bureau. Revenues from sales tax and TOT are dropping; there appears to be no occupancy information to back up the request for additional funding. The question of "who and where" the responsibility for event coordination should fall was discussed. Permanent funding sources would take all the argument away from this question, there will be no argument. The Commission directed staff to work with the executive director of the Visitor's Bureau to find a source of permanent funding for their agency. Currently, the Chamber of Commerce is trying to raise more revenues by using the "gold" membership for members. Ms. Galatioto pointed out that any request for new funds needs to be accompanied with realistic information and data to back-up the request.

9. Publish a lands inventory– three information technology companies were not able to do anything with the program and there is only one copy of it. The program was a special program just for this process; however, some of the program got dumped, and the files are corrupted. There are about 200 pages of data that will need to be relisted for use. Humboldt County has a program that will handle this; however, there needs to be a person that could input the data. The director is working to see if one of the VISTA persons could work on this project to get it posted to the website.
10. Create and implement a public information plan – The public information officer contract did not get used that much over the past year. The director spoke directly to the media for articles, etc. for the most part. This contract is not recommended for renewal at this time and will be handled directly by the director as needed. We do not really have anything to market at this time. Commissioner Sullivan indicated that this update could be once a quarter or so and could be handled in house.
11. Formal HAS199.com status report - there is no grant funding for the tsunami disaster, there are loan funds and they are requesting collateral for the loans. This was requested that this issue be moved to the number one project, in order to get the dredge spoils taken care of, redundancy and other issues resolved. We also need to look for funding for the last 30 miles of the redundancy issue to be solved. Hwy 199/197 is not completed, the funds may be raided and need to be reviewed. Update will be given by executive director Tamer Leighton. The airport is coming along and the enplanements are up. Environmental work is done, but there are essential air services (EAS) issues at the airport. The sewer plant is completed, but now the focus is to deal with septage issues, septic dumping for RV's, expansion of the system into the urban boundaries, etc. Director Renfroe has appeared at all of the City Council meetings and supported the sewer expansion. Funding from Oregon Health Network, which Sutter belongs to their network, will be offering up some funding for the .com redundancy. They will fund the switch and fiber optic cable so that no interruption in service will occur. Charter, Sutter, LS Network and Frontier will all have to negotiate a contract. Ongoing work will occur.

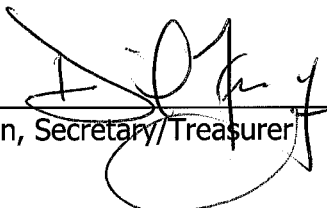
Position Funding – Was not discussed due to the lack of time.

New Ideas - New JPA Members - May the 5<sup>th</sup> there is a meeting with the Curry County Commissioners to see if they want to join Tri-Agency and join their economic development efforts. The joint powers authority would need to be amended to expand the process, if approved.

Additional Issues – No additional issues were brought to the attention of staff.

There being no further strategic planning business to come before the Commission, Chairman Feller adjourned the strategic planning workshop at 4:55 p.m., until the special session meeting scheduled for April 25, 2011 (later today).

Respectfully submitted,



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David Finigan, Secretary/Treasurer