

**BITTER ROOT ECONOMIC DEVELOPMENT DISTRICT
MEETING MINUTES OF August, 25 2009
Rm 201 Missoula County Courthouse
Missoula, Montana**

Board Present: Jean Curtiss, Jim Debree, BJ McComb, Greg Chilcott, Ed Childers and Ross Rademacher

Others: Chris Larsen, Charlie Wright, Jerry Marks, Kelly Yarns and Marcy Allen

CALL TO ORDER: Jean Curtiss called the meeting to order at 12:35 p.m.

APPROVAL OF MINUTES: Greg Chilcott moved to accept the minutes of the May 25, 2009 meeting with the deletion of the U under the President's report and Jim Debree seconded. Motion carried unanimously.

FINANCIAL REPORT:

- Greg Chilcott moved to accept the end of year financial report. Jim Debree seconded and the motion carried unanimously.
- Jim Debree moved to accept the 2010 Budget. Seconded by B.J. McComb and the motion carried unanimously.

PRESIDENT'S REPORT:

The Blue Print Letter:

The Board discussed the letter regarding MAEDC's proposed Economic Development Blue Print. Despite the letter, MAEDC proceeded with the kick-off party. About 55 people attended, half of which were MAEDC staff and Board members, about 40% were public officials and the remaining 10% were business owners. The issue with the Blueprint project is that it has a chance of dictating policy and funding and it is being misrepresented as a collaborative effort.

Missoula County proposed to invite the commissioners from the seven counties and the EDOs to a facilitated meeting to discuss a beneficial regional approach to economic development. The meeting will be scheduled to take place at the MAACO meeting in late September. Representatives from the seven counties did meet quarterly from 2000 until September of 2007. This did work well but was ended by the DOC because it duplicated the roles of the CRDCs. The seven counties would like to meet again but want parties to coordinate it. These neutral parties could be the EDDs who are Marcy and Jennifer. Missoula County is willing to pay for the facility if the meeting is agreed upon.

BREDDs goal in this action is to bring the EDOs together and to prevent a non-representative body from claiming to be representative.

The Board decided that the EDOs need to meet and the County commissioners should meet. The meeting should have at least one commissioner from each county and a representative from each EDO. The Board members want to move ahead with reestablishing quarterly meetings and with a regional development plan.

Board Vacancy:

The Board needs one new board member but is waiting for the new strategic plan to choose someone who can help move BREDD in the new direction.

ED REPORT:

OLD BUSINESS:

- **Montana Sustainable Business Center:** The draft application is in and the final should be ready by the end of the week. The MSBC is asking for \$2 million with \$2 million in match through a shared loan with MBOI.
- **Green Jobs:** We are submitting a proposal for the State Energy Sector Partnership (SESP) Grant focusing on green building products manufacturers. There are three phases to the training. We will partner with the Montana Manufacturers Extension Center (MMEC), MCDC, organized labor, Job Services and others.
- **Clean Tech Alliance:** Marcy will attend the Clean Tech conference in Boston. Marcy has met with MWTC and Chris Allen. They are determining the purpose and usefulness of a regional Clean Tech Alliance centered in Missoula. The MWTC can help develop relationships with global markets and the Biomimicry Institute is a virtual incubator with global ties.
- **Broadband:** A House Bill set aside \$300,000 for Broadband mapping. Paul deWolf is developing an RFP to encourage entities other than the telecommunications providers to compete for the funds.
- **Intern/OJT:** The Board approved using the Intern budget to continue to pay Kelly and to continue seeking funds (including OJT) to hire a second permanent position.

STRATEGIC PLANNING:

Marcy gave an overview (see Handout) of the Economic Development Organizations in the region. There are 11 EDOs in the 7 county region. Traditional economic development focuses on recruitment, retention, funding through loans and grants and technical assistance. The question is where does BREDD fit in?

BREDD is not a traditional EDO. The strategic plan's purpose is to define what BREDD does and how we measure progress. We are:

1. A comprehensive, effective, inclusive coordinating entity.
2. Sole source of EDA funds.

The main roles we see BREDD performing are:

- **Catalyst** (This is an active role; connecting the dots)
 - Pulling together people to make projects happen (mineral school project)
- **Regional Planner**
 - CEDS
- **Information Broker** (Passive role, passing information, being aware of what is available)
 - For regional EDOs, local government, private business
 - Green recovery workshop

- Facilitators
 - Green jobs grant

Who is the client base?

- Primary
 - EDO's
 - Local government (EDA money)
 - Non-profits (EDA money)
 - Communities
- Secondary
 - Businesses (Mostly steering them to the right EDO for their needs)

There are not any EDOs who keep track of the big picture. This could be a good fit for BREDD. Greg wondered how we would brand and sell BREDD in this role and if the client entities using BREDD? Jim responded that marketing is a tactic not a vision. Ross said that defining the customer base enables targeted marketing and focusing services.

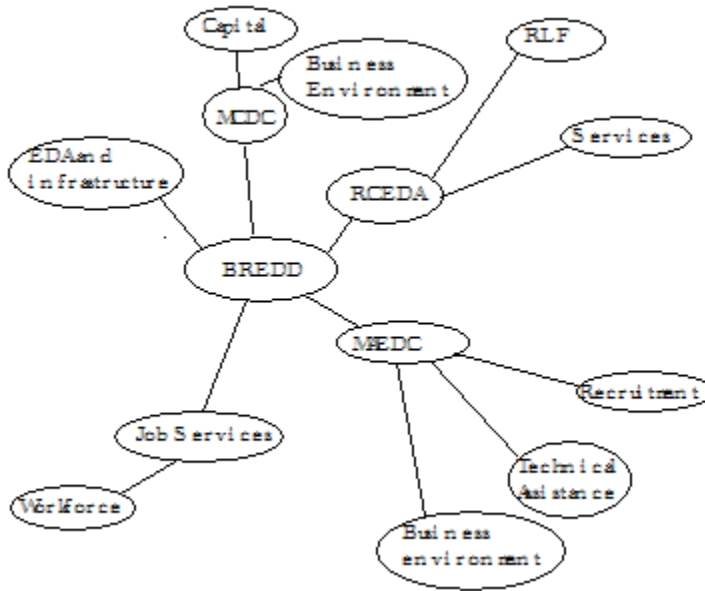
The execution of this role will require the Board to talk with other EDOs and then aggressively pursuing marketing. BREDD is currently working with a bare minimum budget based on \$100,000 with \$63,000 in cash and the remainder in-kind. To actively pursue the above goals requires a larger budget and more employees. This would allow BREDD to increase its service for the value. Therefore BREDD will aggressively pursue funding. Under the current budget we can pursue and communicate the vision and pursue funding.

Is this vision acceptable for the BOD? Can they see the value for the community and can they advocate the vision?

Each person present gave their view of the vision as follows:

- Charlie said that BREDD should find a niche and fill it.
- Ross said that private industry equals economic development. Dissemination information to spur entrepreneurship is good.
- Jean thought we should explicitly state that we are the EDA funds gateway in the visions statement.
- Jim wondered where the real action is in all this. He liked the role as a seven county facilitator. He sees three economic development needs: 1) Increase the quality of life, 2) Increase the number of good jobs and 3) increase income.
- Marcy said we will create value and pursue funding. Over the next year we will develop and begin implementation of an action plan.
- Jerry sees this similar to what an extension agent does. There must be an overall vision of who the players are and the roles they fill. There also need to be leadership development.
- Greg said that the clients seem clear but how do we communicate our role to them?
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- Marcy asked if we can meet with the other EDOs and get their feedback on these goals and roles for BREDD.
- Jean wrote out a map of BREDD's relationship as proposed.



- Ed supports the proposal of BREDD as the go-to organization.

In answer to the question of what does BREDD do, those present answered as follows:

- Charlie: John Rogers says we want infrastructure as a top priority for the EDDs. They produce the infrastructure plan for the counties. Remember that only one large infrastructure project is funded per year for the State of Montana.
- Jim: BREDD is actively pursuing an action plan to become a legitimate development player in the region and is acting as a development catalyst.
- BJ: BREDD helps secure funds for economic development
- Chris:
- Greg: BREDD is a limited capacity information clearing house that is neutral in the three counties.
- Jerry: BREDD is the sole source of EDA funds, is leading an effort to build communications with other regional EDOs and getting players to meet to develop a regional vision of economic development.
- Kelly: A facilitator.
- Ross: BREDD is the organization that helps unite the EDOs, local governments and communities to work toward a common good of successful economic development that is sustainable for the region.
- Ed: Awareness broker and ????? for non-profits and local governments.
- Jean: BREDD Is an economic development clearing house for information building and enhancing the relationships that economic development depends on.

The next step is to continue to build trust with other EDOs and to let them know that BREDD has no interest in competing with them but would rather compliment what they do. BREDD will do this by meeting with individuals from the EDOs.

ADJOURN: The meeting was adjourned around 3:30 p.m.