



Economic Development Council Meeting Minutes
County Commissioners Meeting Room
April 22, 2009 – 7:30 a.m.

Call to Order – Grant Fenton presiding

Grant Fenton called the meeting to order at 7:35 a.m.

Introductions of members and guests

Members Present: Nancy Stahoviak, Bill Moser, Darcy Trask, Grant Fenton, Randy Rudasics, Sarah Fox, Noreen Moore, Karl Gills, Brian Berry, Jamie Kingsbury, Jeff Minotto, Mark Steinke, Peter Perhac. We welcome Christina Haxton to the EDC since the completion of her Leadership project!

Members Absent: Adonna Allen, Donna Howell, Brian Bradbury, Steve Moos, Tom Sullivan, Jane Blackstone, Joyce Hartless, Kate Nowak, Laurie Good, Marsha Daughenbaugh, Wendy DuBord

Staff: Sandy Evans Hall, Meagan Coates, Alli Brook

Guests: Dan Hagney, Jon Roberts

Review & Approval of March 25th minutes – 7:33 a.m.

A motion to approve the February minutes was moved by Nancy Stahoviak and seconded by Randy Rudasics. All were in favor, no one opposed.

1. EDC Economic Summit May 20-21 – 7:40 a.m.

a. Volunteers for Summit

Sign up sheet was passed around – worth \$60 for a free pass.

b. Poster Distribution

Please post these in appropriate areas.

c. Marketing

Read through the program, still finalizing evening speaker on Wednesday evening. Please help promote the event.

2. Entrepreneur of the Month –8:00 a.m Dan Hagney – Touchstone Promotions.

Offices in the Pinegrove Building, five employees in town, two satellite sales people. Provide marketing strategies, events, HR recognition/awards – \$40 billion industry. Proud of ability to match products with client's goals. One of three companies in the world to do product for American Express. (call center, tip trays at restaurants). Other clients to that scale (Ameriprise Financial, spin off of AmEx). Focus primarily on local business due to living here for 17 years. Value employee retention, fun environment and completion of work. Making creative, fun, inventive products out of plain, everyday items like pencils. Changes every day, constantly adapting, having creative meetings. Value working within local economy and client base. Business is a little down with corporate clients, local clients have stayed consistent. Working with the Chamber on the Buy Local campaign. Products come from all over, typical to have products from overseas.

Just changed name from Adventures in Advertising – gave the impression that they were an advertising agency. They do promotional products so switched to a name that was indicative of their work and provided the option to expand.

Did \$800,000,000-\$900,000,000 last year and due to this large size/buying power; savings are passed on to the customers. Pride in efficient service. Work with over 6,000 suppliers, have 200 favorites so catalog is not all-inclusive. Almost all direct sales, small amount of e-commerce; mostly through relationship development.

Challenges to company by being in Steamboat is finding motivated, quality employees. Someone who fits what they do and can move quickly. Fast paced, lots of changes. Challenge regardless of geographic location, although larger metropolitan area would provide a larger pool.

Lots of online research, Verizon cell coverage is great even with travel, education CMC resource has been great for staff – Touchstone covers employees continued education. All three have been supportive of the business. Out of town clients are not charged sales tax which is a positive when on a tight margin. Satellite employee in Minneapolis works with the Ameriprize account. Opportunistic growth adding other clients in that area. Clearly communicating dynamic scope of job to prospective employees is key. Chamber Buy Local campaign information packets were handed out. Various products can be ordered directly through them (Buy Local stamp, water bottles, tote bags, etc.) with your company logo on them.

3. Regional Outlook and Programs – 8:20 a.m.

a. Routt County Economic Development Cooperative – Noreen Moore

- Colorado Companies to watch (not franchise or subsidiaries). Six companies from Routt County, four have made it to the finals. Second highest county for rate of companies to population – hoping for press to come. Good story to tell, possibly in the Pilot this Sunday. Local EDC South Routt EDC was considering dormancy, volunteers have continued it. Hayden Center program will be more aggressive to grow company. Opening of the Grainery last weekend was great. Regional eco strategic plan (Broadband, cell coverage and education). Scenic byway meetings between Meeker and Steamboat chamber – byway b/t meeker and Yampa (Dunkley pass, wilderness areas) – putting it into cultural tourism.
- USDA receiving money from stimulus package, turning them into grants. Looking for grant writers in the community with entrepreneurial-to-federal grant mindset – figuring what resource would match the two to bridge the gap.
- Geothermal exploration (can mean deep well drilling, ground source heat pump and more) as potential funds for assessments. Stimulus opportunities coming up.

b. Yampa Valley Partners

Darcy Trask – energy summit handout. Bill Owens and Richard Lamb debating global warming among other things. Sold out event last year. May 14-15 in Craig.

c. Business Resource Center/SCORE – Randy Rudasics

- Four new SCORE volunteers going through training process will add more dynamic feel to the group. Success Steps pushed back to May (town, county, forest service employees) courses on Government Contracting.
- Accounts Receivable management course last month was beneficial.
- First Steps – basic entrepreneurship 10 people, Pilot article, best turnout since last summer.
- Next Steps – more intensive, multiple evening program – new draft of the program will be finalized soon. Second week of June will most likely be the next one.

d. Craig/Moffat County EDP – Darcy Trask

- SBA in Craig doing an update on SBA loans stimulus funding, etc. Rural Philanthropy Days hosts grant funders from front range foundations, 350 people here in September. \$500,000 – \$5,000,000 additional funds could come in just due to this event. Steering committee group accepting volunteers.
- Legislative update the day before the Economic Summit would like to replicate SCORE's Where's the Money event in Craig.
- Work and life skills program students graduating next week – 70 students earning their own laptop. Speaker educating on high school to career transitions, and training the trainers talk.

4. Other Networking - 8:45 a.m.

Christina Haxton – Leadership Steamboat NW Colorado Products Expo was very successful (growers, supplies with retailers from many sects). Increase membership in the organization and add value to it. 1st annual, hoping to see it go forward. Next year's event is already being estimated at 140 attendees.

- Noreen Moore – Hayden farmer’s market forming, collaborative vendor effort, communication and collaboration is occurring!
- Karl Gills – the first portion of the hospital extension project will open second week of May. Estimating that this will be sufficient.
- MainStreet advertising middle of May – putting together a restaurant week for deep discounting of meals. Patterned after LoDo discounts to get people out. October Sisters in Steamboat event encourages people to invite relatives or soul sisters to visit for discounted events, retail, etc. Picked a quiet time.

5. Adjournment

Grant Fenton adjourned the meeting at 8:41 a.m.

Future meeting dates:

Economic Summit May 20-21

June 24th