

**Economic and Workforce Development Coordinating Council
January 21, 2015**

Minutes

Present (11): K. Maurer, M. Moser, P. Jancek, C. Cote, M. Overton, M. Bradish-Orta, S. Hartzler, T. Rogers, N. Peters-Lewis, A. Torres, J. Vasaris

Absent (7): M. Shane, J. Morris, S. Duke, K. Mills, I. Laxminarayan, P. Burtch, J. Frew

Staff (1): M. Alexander

K. Maurer called the meeting to order at 3:30 p.m. and introductions were made.

M. Moser started the meeting reviewing past committee work defining economic development with a more vibrant description than the original Jackson County Strategic Plan Vision Statement. Defining the boundaries by generating the value proposition statement should be the next step.

T. Rogers continued the discussion mentioning the value proposition statement that all committee members were asked to think about. I. Laximaryan's email was read aloud and there were very positive impressions. C. Cote read his vision and T. Rogers recognized his use of the word "network", which is how these circles overlap. He then shared a PowerPoint slide from a recent presentation showing the top location factors that site selectors look at when deciding on a location.

T. Rogers stated that conversations were beginning in the business community to discuss developing the workforce, and mentioned a joint board meeting that the Chamber and EG will have to discuss their roles in assisting the business community. It was decided for the time being to take the workforce issues out of the committee's agenda and to instead focus on other things that can be accomplished by the group.

The group's role in the community was described:

- Network
- Diverse – across all facets of the economy
- Creative
- Connected to many things
- Bring players together to discuss sharing
- Talk about infrastructure issues
- Be the leaders in spreading positive image

A list of problems and solutions were produced by the group:

- Image/Poor image
 - Own worst enemy
 - Negativity by a few, but reality much different
- Bureaucracy – Intergovernmental Cooperation
Village, Township, City, County, DDA'S, LDFA'S, Schools
 - Reduction of duplication
 - Unfunded mandates
 - One size fits all
 - Takes time to fix – Example of roads, could not fix all at the same time, would shift resources and raised cost of asphalt for shingles, etc.
 - Model is broken – need to regionalize to leverage resources and share costs
- Infrastructure
 - Municipalities – Regionalize tax-base share (Currently happening in Minneapolis, Portland)
 - Fiber, road, sewer, water, funding, reserves to grow (Cooperation necessary for infrastructure conversations)
 - Economy might be better but we need to grow – Due to the way the state tax is defined, there will always be a reduction in services if there is not new growth
 - Telling the big picture
 - How it all connects (between communities, farming, lake-living, industrial, jobs)
 - All connects to planning and master planning – Local governments do not know that we do not have land or infrastructure.

Where there is Opportunity

- Some new leaders who are ready for the conversation
- Spread education about the infrastructure issues/opportunities
- Identify what we can do locally – using our diverse network
- Tell stories of success across our diverse networks
- Population can influence what is trending
- Need to help network know how to tell positive stories (comments)
- Respect all the parts of the working economy
- Take an inventory of interested parties (water, sewer, etc.)
- Bring in experts with experience
- Economy is better; we need to do this now!
- Spread the message: “What are we prepared to do to make things better”
- Social media – tweet, follow, liking each other’s pages and networks would spread the information exponentially, Suggestion: #heavenisjackson
- Media needs to be fed positive news

Meeting ended at 5:00 p.m.

The next meeting will be held on February 18, 2015 at 3:30 p.m. in the East Conference Room, 11th Floor, One Jackson Square.