

**Pagosa Springs Community Development Corporation**

**Work Session Notes April 25, 2018**

**1st Southwest Bank**

**In attendance:** Neal Johnson, Laura Mijares, Jodi Scarpa, Jason Cox, Michael Whiting, Mary Jo Coulehan – staff

**Absent:** Sherry Waner, Mike Heraty, Mike Dreyspring, Don Volger

**Guests:** Yvonne Wilcox – Gainstorming, Gary Hedgecock – Pagosa Power House, Jennie Green – PSAT, Mary Shepherd – SBDC

The work session was called to order at 11:13 a.m.

The group reviewed the work session notes.

* Mary Jo reviewed the action items and the follow-up.
* Mary Jo and Jason received a financial sponsorship agreement from the PHP. It was quite vague so MJ took the financial agreement that the ACEC gave to the Early Childhood group and modified it to fit our needs. She presented it to the PHP group and they are reviewing it for acceptance.
* With no changes the notes were accepted.

Jason reviewed the financials. Not much has changed since the board meeting. We do have 2 new members: Axis Health and the Chamber of Commerce. The county has paid the 1st quarter billing and the town’s will be forthcoming since Jason presented on the 19th. There were no questions on the financials.

**Chamber Update**

* MJ indicated that she is working on the USDA broadband grant. We will speak more about it later.
* Since the crash of the website last year, we lost a lot of content that had already been updated. We noticed that a lot of it is still incorrect. Without spending an extreme amount of time on it if we are still going to get a new one, Katie made the following changes:
  + Updated all the board pictures. Still need one for Don.
  + Added the community video by CGI that is on the chamber website. It covers all the major attractions in the community (health care, education, business, tourism, etc) and is good for people looking to move to Pagosa. The chamber is adding this video to the CDC website for free and it also gives people buying video space a better value as they will now be listed on 2 websites.
  + We updated the membership form and put the new one onto the website as well as adding a tab for the membership application.
  + We added all the member business logos onto the website. When you click on a logo it connects directly to the business website. This was a benefit that was indicated on the membership application but never done. It is a rotating carrousel at the bottom of the home page.
  + All the meeting minutes and work session notes are current on the website.
* Continuing to work with 2 clients looking for space for small/light manufacturing.
* Mary Jo spoke about the Blueprint 2.0 SBDC Certified Business Community grant that she is working on with Gary Hedgecock. She introduced Gary and asked him to speak about the project. Gary has purchased the old Power House building and is looking to convert it into a vocational space for the building trades, medical and administrative services, and eventually hospitality and culinary space. We will bring in the SBDC to work there and it will be open in the evening for adult classes. He is also working with Mike Heilbronn to initiate some youth programs. We need to train our workforce, develop our entrepreneurs and teach them about business. The grant is due on June 1 and he and MJ will present to Town Council on May 17 to ask them to file the grant application.

**SBDC**

Mary Shepherd with the SBDC spoke about some of the recent change in her office. She has been by herself since Liz Ross left; however, she has just hired someone. With this hiring, she is looking to get back out into the communities more. Pagosa also has Rob Blaise as a certified SBDC consultant and he now has a regular consultation day of the 3rd Friday afternoon every month.

* We will try and hold a Leading Edge class this fall taught by Rich Lindblad. The space and dates are already booked at the Chamber.
* She has an Inventor Bootcamp coming to Durango on June 11.
* The Women’s Conference (men can attend too!) will be held July 13 at the Sky Ute Casino.
* There is also a USPTO office at the Durango library and there will be a Quickbooks class in Durango in June.
* They have hired a new president at Ft. Lewis College. It is Tom Stritikus coming from the Bill & Melinda Gates Foundation where he served as deputy director of K-12 education.
* The CDC board asked Mary if she could present to this group once a month and give us updates.

**ED 101**

Michael Whiting and Jennie Green went to Denver where they attended the ED101 class. They invited the EDCC to come to Pagosa and present this class as part of a new initiative they are working on promoting economic development. Jennie is working on a schedule to get them here in May. She will send a Doodle Poll to MJ to get out to the board.

* Michael spoke about the difference in the efforts that he and Jennie are working on and what CDC does. It really comes down to attracting primary jobs. There has always been a discussion about the difference between business retention and attraction – and there really is little difference. We must initiate, create, mentor and retain.
* Good economic development has multiple effective teams and that is what he is trying to develop. This new group would work independent of CDC yet work collaboratively.
* Jennie spoke about the difference in the two groups: The CDC would primarily work on infrastructure (housing, broadband) and business support (loans, training). Their group would add a new layer and drive the primary job market. Other communities are actively pursuing businesses, Pagosa is not.
* Michael indicated that one primary job in Pagosa equals 3-7 secondary jobs and one job in Archuleta County equals about 54 jobs on the Front Range. He is proposing to actively recruit new jobs to Pagosa. It is about relationship building and sales. Our organizations will be separate businesses but closely aligned. CDC is good at business support systems.
* Michael and Mark Weiler spoke about using the Parelli building as a business accelerator. There is underutilized space there with excellent amenities such as broadband and diversified square footage.
* The CDC board gave the “thumbs up” for this group to continue their work. Michael and Jennie were not sure how the group would be funded but they would not cannibalize the funding to the CDC from the government agencies. They need autonomy from the government agencies.
* Neal remarked on how he now saw the difference between the two groups: CDC is community development and Jennie and Michael are working on economic development.
* Mark Weiler noted that Jennie is already doing a fantastic job of visitor recruitment and tourism attraction and this initiative can easily turn into economic development attraction.
* “High level engines are multiple teams working in strategic alignment.”
* MJ will put on the May meeting agenda to discuss further.

**Broadband**

* Jason mentioned that we need to look at revamping the broadband RFP.
* Mary Jo asked if before we did this she could give an update of some of the broadband initiatives she is working on.
  + Mary Jo and Mary Shepherd had lunch with Rich Lindblad last Friday. Rich offered to work with the CDC on the broadband project and committing his time – part time (no definite hours were committed) as the project coordinator. He would donate his time and would like to receive the in-kind EZ tax credit. Remember that Rich’s background is in telecom. The board was thrilled and MJ will communicate with Rich their interest in his helping us.
  + MJ, Echo IT and Skywerx are working on the USDA Community Connect Broadband grant. It is rather difficult to qualify, but we feel that we have an area that will qualify. Mary Jo said that we would need $30,000 from the broadband funds as a match to the grant. We would be asking for $200,000.
  + Andrea contacted MJ about putting in conduit on Hermosa St. The town would need some funding from the broadband fund to accomplish this. Scott Lewandowski is looking into the timeline to see if this instillation is possible. We would also need some funds for training and design.
  + Mary Jo has spoken with Andrea and she is working on a “Dig Once” policy. Michael thought that if they could get the policy from the town, they could put it on the June commissioner’s agenda.
  + Jason spoke about the Ted Talk that he sent out about Ammon, Idaho. This is a process that our community and the CDC should be looking at.
  + Mary Jo asked for a breakout of the broadband funds. This is what she will request from the “Super Group”: $30,000 to be used as matching funds for the USDA grant and $10,000 to be used for infrastructure. She will submit the request immediately.

**Old Business**

* A reminder that the CDC annual meeting is Wednesday, May 9 at the Ecoluxe conference room at The Springs Resort & Spa. It starts at 5:30 p.m. with the meeting, a report from Jason and then the meeting will be followed by a reception. Mee Hmong Cuisine will be providing the catering this year. Mary Jo passed out invitations to the board and they have been mailed out to members and major businesses in the community. The public is invited.
* Mary Jo asked to review who is interested in running for the elected positions on the board. Mike Dreyspring would like to run again and Neal Johnson said that he too would remain on the board. Mary Jo will wait to see if there is any other interest and then make up the slate of candidates for the membership to approve. The board then will need to appoint another board member. She has spoken with both Ryan Searle of BWD and Jenelle Syverson with The Choke Cherry Tree. Neither would commit at this time. Michael Whiting will follow up with Ryan.
* The board discussed possible officer positions. Jodi said she would assume the presidency if asked, we would ask Sherry if she would continue on as Vice President. The other officer positions are still open.

With no further business, the work session was adjourned at 1:09 p.m.