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April 27, 2011

TO: Members of the MAG Economic Development Committee

FROM: Mayor Thomas Schoaf, City of Litchfield Park, Vice Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA FOR THE MAG ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, May 3, 2011 - 12:00 Noon
MAG Office, Suite 200 - Saguaro Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Economic Development Committee (EDC) has been scheduled for the time and place noted above. Members of the Committee may attend the meeting either in person, by telephone conference, or by videoconference. A light lunch will be provided.

Please park in the garage under the building. Bring your ticket to the meeting. Parking will be validated. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Denise McClafferty at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the EDC agenda items, please contact Dennis Smith, MAG Executive Director, or Denise McClafferty, Management Analyst, at (602) 254-6300.

A Voluntary Association of Local Governments in Maricopa County

City of Apache Junction ▲ City of Avondale ▲ Town of Buckeye ▲ Town of Carefree ▲ Town of Cave Creek ▲ City of Chandler ▲ City of El Mirage ▲ Fort McDowell Yavapai Nation ▲ Town of Fountain Hills ▲ Town of Gila Bend
Gila River Indian Community ▲ Town of Gilbert ▲ City of Glendale ▲ City of Goodyear ▲ Town of Guadalupe ▲ City of Litchfield Park ▲ Maricopa County ▲ City of Mesa ▲ Town of Paradise Valley ▲ City of Peoria ▲ City of Phoenix
Town of Queen Creek ▲ Salt River Pima-Maricopa Indian Community ▲ City of Scottsdale ▲ City of Surprise ▲ City of Tempe ▲ City of Tolleson ▲ Town of Wickenburg ▲ Town of Youngtown ▲ Arizona Department of Transportation

MAG ECONOMIC DEVELOPMENT COMMITTEE
TENTATIVE AGENDA
MAY 3, 2011

COMMITTEE ACTION REQUESTED

1. Call to Order

The meeting of the Economic Development Committee will be called to order.

2. Call to the Audience

An opportunity will be provided to members of the public to address the Economic Development Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three-minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Economic Development Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of the April 6, 2011 Economic Development Committee Meeting Minutes

4. Air Freight Discussion

The purpose of the Economic Development Committee (EDC) is to ensure transportation planning fosters economic development in the MAG region. The primary focus has been on transportation infrastructure, including interstates, rail and airports. At the February 1, 2011 meeting, the EDC members requested an update on air freight. Mark Dobbins, Senior Vice President of SUMCO Phoenix Corporation and the Chairman-Elect of the Arizona Chamber, will discuss his experience with a past project called Arizona Direct. The Arizona Direct project was organized by Valley business, government and public entities to equip and market airports in this region as world-class cargo hubs that would also

2. Information and discussion.

3. Review and approval of the April 6, 2011 Economic Development Committee meeting minutes.

4. Information and discussion.

elevate Arizona's international profile. The goal of this project was to turn the region into an international hub that would produce revenue and create jobs for the region.

5. Expansion of Conair Corporation in the Valley

The Economic Development Committee (EDC) has been discussing Arizona's current assets that attract businesses to this region. Equally as important is providing the necessary tools for businesses to expand in the region. Staff has invited Steve Alley, Director of Western Operations for Conair Corporation to discuss the expansion of the company at the Glendale Airpark near the Glendale Municipal Airport. Conair opened a national return center, sorting and re-tooling returned merchandise. The goal was to streamline operations by reducing cycle times.

6. Report on Outreach to the Canadian Business Council and Discussion on Outreach to Arizona-Mexico Business

On April 8, 2011, the Economic Development Committee (EDC) officers were invited to attend the Canada Arizona Business Council (CABC) meeting to provide information on the MAG EDC. During the presentation to the CABC, the idea of holding a round table discussion with the members of the EDC and Canadian business members was mentioned. The EDC members also directed staff to pursue a parallel track with business members from Mexico. It is anticipated that the EDC round table efforts will be done in cooperation with our state and regional economic development agencies. A report and update will be provided on the outreach to both Canadian and Mexican businesses.

7. Update on Planning the Intermountain West Summit

At the March 1, 2011 EDC meeting, the EDC recommended that MAG work with the Arizona Commerce Authority to explore holding a Summit meeting for the Intermountain West. On April 26,

5. Information and discussion.

6. Information and discussion.

7. Information, discussion and approval to move forward in planning an Intermountain West Summit.

2011, a conference call was held with a number of representatives from the Intermountain West states, as well as the Arizona Commerce Authority, ADOT, Arizona Mexico Commission, CANAMEX Task Force, and Brookings. The purpose of the conference call was to determine the interest in pursuing an Intermountain West Summit sometime in early 2012. The consensus of the group was to move forward in planning a Summit to discuss organizing an Intermountain West Corridor Coalition. Staff will provide and update on the discussion.

8. Joint Web Site Update

On April 6, 2011, the Economic Development Committee (EDC) was provided an update on the joint web site project with the Greater Phoenix Economic Council (GPEC). The EDC approved a partnership between MAG and GPEC to develop a data system for economic development. The joint website would include interactive maps, graphs, charts and videos that would provide prospective businesses and residents information regarding the region. An update on the website layout will be provided by staff and input on the layout and potential domain names of the website is requested from the Committee. Please refer to the enclosed material.

9. EDC Alternate Meeting Location

During the months of June, July and August, MAG will be remodeling its meeting rooms. Due to this remodeling, the EDC meetings for those months will need to be held in an alternate location. Staff will provide recommendations for alternative meeting space and is requesting input from the EDC members.

10. Request for Future Agenda Items

Topics or issues of interest that the Economic Development Committee would like to have considered for discussion at a future meeting will be requested.

8. Information, discussion and input on the layout and domain names of the joint website.

9. Information, discussion and input on an alternative meeting location for the June, July and August EDC meetings.

10. Information and discussion.

II. Comments from the Committee

An opportunity will be provided for the Economic Development Committee (EDC) members to present a brief summary of current events. The EDC is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

Adjournment

II. Information.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
ECONOMIC DEVELOPMENT COMMITTEE

April 6, 2011

MAG Offices, Saguaro Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

- Councilwoman Peggy Neely, Phoenix, Chair
Mayor Thomas L. Schoaf, Litchfield Park,
Vice Chair
Steven Betts, GPEC
#Dr. Joseph Cavinato, Thunderbird
Mark Dreher, East Valley Partnership
*Thomas Franz, Greater Phoenix Leadership
Mayor Hugh Hallman, Tempe
Jim Kenny, El Dorado Holdings, Inc.
Mayor Jim Lane, Scottsdale
Mayor Michael LeVault, Youngtown
Mayor John Lewis, Gilbert
Mayor Marie Lopez Rogers, Avondale
*John McGee, ADOT
Mayor Jackie Meck, Buckeye
- * Mary Peters, Mary Peters Consulting
Jim Rounds, Elliott D. Pollack & Company
* Todd Sanders, Greater Phoenix Chamber of
Commerce
Mayor Jay Schlum, Fountain Hills
* Jeffrey Simmons, Ryley Carlock &
Applewhite
* Mayor Scott Smith, Mesa
Sandra Watson, Arizona Commerce
Authority
* Candace Wiest, WESTMARC
Supervisor Mary Rose Wilcox, Maricopa
County
Councilwoman Sharon Wolcott, Surprise

* Not present

Participated by video or telephone conference call

Others Present (from sign-in sheet):

- Eric Anderson, MAG
Roc Arnett, East Valley Partnership
Lynn Ashton, Keller Williams
Will Barnow, Maricopa County
Brent Cain, HDR
Michael Celaya, Surprise
Cheryl Covert, Buckeye
Sarah Daily, MAG
Margie Emmermann, Arizona Mexico
Commission
Jami Garrison, MAG
Jenna Goad, Glendale
Michelle Gramley, Gilbert
Shirley Gunther, Avondale
Bob Hazlett, MAG
Chad Heinrich, Tempe
- Jeanine Jerkovic, Consulate of Canada
Jeffrey Kros, Triadvocates
Brad Lundahl, Scottsdale,
Dan Marum, Wilson & Company
Walter Morlock
Shelley Parnell, GPEC
Jennifer Pena, Litchfield Park
Nathan Pryor, MAG
Tom Remes, Phoenix
Kristen Sexton, Avondale
Gabrielle Silva, Arizona Mexico Commission
Rick Stephenson, Consulate of Canada
Kelly Taft, MAG
Wendy Vittori, ASMI
Marisa Walker, CANAMEX
Steven Watt, Wilson & Company

1. Call to Order

The Economic Development Committee (EDC) meeting was called to order by Chair Neely at 12:06 p.m. Chair Neely stated that public comment cards were available for those members of the public who wish to comment. Transit tickets were available from Valley Metro for those using transit to come to the meeting. Parking validation was available from MAG staff for those who parked in the parking garage.

2. Call to the Audience

Chair Neely stated according to the MAG public comment process, members of the audience who wish to speak are requested to fill out the public comment cards. She stated that there is a three-minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair Neely noted that no public comment cards had been received.

3. Approval of Economic Development Committee Consent Agenda

Chair Neely noted that prior to action on the consent agenda, members of the audience are provided an opportunity to comment on consent items that are being presented for action. Following the comment period, Committee members may request that an item be removed from the consent agenda. Chair Neely noted that no public comment cards had been received.

Chair Neely requested a motion to approve the consent agenda. Mayor Hallman moved to approve the consent agenda. Jim Rounds seconded the motion and the motion carried unanimously.

3A. Approval of the March 1, 2011 Economic Development Committee Meeting Minutes

The Economic Development Committee, by consent, approved the March 1, 2011 Economic Development Committee meeting minutes.

4. Business Relocations

Chair Neely asked Dennis Smith to introduce the first guest. Mr. Smith introduced Wendy Jameson, CEO and Scott Grimshaw, Chief Technology Officer, from ColnaTec. Chair Neely thanked both Wendy and Scott for being here. Ms. Jameson stated that she has been in the Valley for 14 years doing a variety of things, primarily consulting. She noted that she and Scott met a couple of years ago when working together, and decided to form a company in October 2009. Ms. Jameson stated that Scott was residing in New York at that time. She noted that when forming the company, they thought Arizona would be a good place because of the contacts she had from doing business here. Ms. Jamison briefly described that ColnaTec designs, develops and manufactures state-of-the-art sensors and electronic instrumentation used in the production of thin film solar cells, OLED display, optics, high speed electrical devices and semiconductor wafers. She noted that part of what was attractive about Arizona is that we believed that there was a fair amount of solar activity in this region. She explained that after they began investigating, they discovered that there was not much going on in solar as there was talk about what was going to be going on in the near future. Ms. Jamison stated that ColnaTec is a very young company. She

noted they took office space in May 2010, began hiring in July 2010, and began manufacturing in August 2010. Ms. Jamison explained that they took what Scott was doing with a company called Tangidyne and merged it into ColnaTec. She noted that ColnaTec exports heavily and recently was awarded a grant from the Arizona Commerce Authority Innovation Challenge Grant.

Ms. Jameson stated that she sees Arizona as a very hungry state. She noted that there is a lot that can be done and people that want to make things happen. She believes that the leaders in Arizona have the desire for this state to become something. She noted that one of the weaknesses that she sees is the overemphasis on attracting large businesses versus an emphasis on building from within. The advantage of building from within is that small companies establish roots in this region. Ms. Jameson explained that large companies open regional offices, and when there is a recession, they close those offices and go away. She noted that growth needs to come from within and helping small companies grow, such as with the small grants that help small companies. She noted that less emphasis should be put on attracting large businesses and more focus on developing the companies we already have here in Arizona. She noted that as a result of being awarded this grant, we have discovered that there are a number of small technology companies here in this region.

Scott Grimshaw thanked the committee for having ColnaTec to the meeting. He noted that he was very impressed with Arizona and that he came from New York, which is the worst place to get anything done. He noted that New York is a classic case of a state that designs everything around big business. Mr. Grimshaw stated he worked for all of those big businesses, and the reason why he opened his own business is that all those big businesses collapsed. He stated he had many offers from states to relocate his company Tangidyne before merging into ColnaTEC. Mr. Grimshaw explained that Arizona's economy is in some trouble and believes that is the best time to start something new. He noted this state is starting to get it. He also noted that there is a large supply of people in science and a big demand. He stated the solar aspect was the initial draw to this region. Mr. Grimshaw commented the Arizona Commerce Authority (ACA) is a fascinating organization. He noted that Arizona is starting to understand what really makes business happen and that it's the small companies. Historically, those small businesses grow up to be the big businesses. Mr. Grimshaw stated that you cannot build an economy by transplanting big companies. They will always move somewhere better and small companies tend to put down roots. Mr. Grimshaw stated that he applauds everyone in this room for being open-minded.

Chair Neely thanked Ms. Jameson and Mr. Grimshaw. She asked how many were employed by ColnaTec. Ms. Jameson stated they have nine employees as of Monday. Chair Neely also asked the amount of the grant received from ACA. Ms. Jameson stated this was ColnaTec's second grant and it was for \$239,900. Chair Neely commended the ACA for reaching out to small businesses and giving Arizona visibility. She then asked if there were any questions.

Mayor Lewis stated that he wanted to thank Ms. Jameson and Mr. Grimshaw, not only on behalf of Gilbert, but on behalf of Arizona. He noted that ColnaTec is the type of business that makes Arizona proud. Ms. Jameson thanked Mayor Lewis for his comments. Mark Dryer stated that this committee was established to discuss transportation as it impacts economic development. He asked Ms. Jameson and Mr. Grimshaw's their thoughts on transportation and different modes of transportation that may impact their business. Mr. Dryer also asked their thoughts on other factors, such as workforce development and executive development. He noted that Arizona is a very entrepreneurial state, but once companies get to a certain size, they are looking to sell, and Arizona

loses that connection. Ms. Jameson stated having lived here for 14 years; she has seen a lot of changes in the transportation system. She noted that transportation system here is great. She added that the transportation system in this region made it easier to get applicants for work. She also noted that easy access to the airport is also a plus, and the light rail access to the airport will be great. Mr. Grimshaw stated that this region has pretty much everything. He noted that light rail needs to be developed further. He noted that he believes transportation is just as much about people movement as it is goods movement.

Mr. Grimshaw explained there are two types of entrepreneurs, those that choose to remain small companies and those that will grow into the large companies. Ms. Jameson stated that there is a key difference between bringing in the large organizations and growing from within. She noted that large organizations spin off self-employed people and not entrepreneurs. Steve Betts asked if the international flights out of Sky Harbor are adequate for ColnaTec. Mr. Grimshaw stated that international travel is adequate. He noted that it all comes down to cost. Supervisor Wilcox asked Mr. Grimshaw to explain what he meant by Arizona is a mess. Mr. Grimshaw clarified that Arizona's economy is a mess because of the downturn in the construction industry. He also noted that you will not find forward thinking until there is a mess. Ms. Jameson stated that she believes that education is something that attracts businesses to a regional and Arizona really needs to focus more on education. Mr. Grimshaw stated that he believes in hiring out of community colleges. Ms. Jameson stated that ColnaTec has been working with colleges and university and the College of Technology and Innovation has been gracious in providing some assistance. She noted that there needs to be a tighter connection between industry and universities. Supervisor Wilcox asked if the immigration issue has affected the business. Ms. Jameson replied that ColnaTec does employ a resident alien, who is a student at ASU, and there is concern about export regulation regarding his knowledge. She noted that he does have a green card.

Vice Chair Hallman stated that one of the elements of transportation is access to the web. He asked if there were any hurdles that Arizona was not addressing when it comes to that type of infrastructure. Mr. Grimshaw stated that for technology companies, however much bandwidth you provide, they will use. He does believe that Internet should be free because if you allow people to interact, things will happen. Ms. Jameson stated that she really does not have a problem with broadband services. She noted more wireless is better, but understand that is primarily driven by industry. She also believes that the rural areas absolutely need access to Internet service.

Chair Neely thanked Ms. Jameson and Mr. Grimshaw for the time and information.

5. Expanding Business Relationships with Mexico

Dennis Smith stated that when the Joint Planning Advisory Council was formed, we received information from the Arizona Mexico Commission about our relationship with Mexico and future business opportunities, and we thought it would be good to bring that information to the EDC. He introduced Margie Emmermann from the Arizona Mexico Commission and Wendy Vittori from the Arizona Sonora Manufacturing Initiative.

Margie Emmermann thanked the EDC for the invitation to join the meeting to discuss the Arizona-Mexico relationship. Ms. Emmermann stated that there has been unprecedented work done between President Obama and President Calderon. She noted the relationship between these two countries has faced significant tensions, particularly due to the Wikileaks publication of

various diplomatic notes that resulted in the resignation of the U.S. Ambassador to Mexico, Carlos Pascual. Ms. Emmermann stressed the importance of appointing another great ambassador to Mexico. She noted that the war on drugs is a major issue in both countries and although considerable resources are being committed to addressing the issue, there still remains much work to be done. She also noted that immigration continues to be an unresolved issue and subject to much national attention and debate without any real resolution in the near future. Ms. Emmermann stated that although seldom mentioned in the headlines, trade, commerce and tourism are key components of the bilateral relationship, all of critical importance to Arizona.

Ms. Emmermann stated that the U.S. and Mexico are working together to address critical issues designed to make the border, and thus both nations, safer and more secure. She noted that the Merida Initiative has provided \$1.3 billion in funding to assist Mexico's efforts in combating organized crime. Ms. Emmermann stated Arizona Governor Janice Brewer and Sonora Governor Guillermo Padres Elias are committed to improving the Arizona-Mexico working relationship. She explained with the visit by Governor Padres to Arizona in January and attending the swearing in of Governor Brewer, the Arizona-Sonora relationship is on sound footing once again. Ms. Emmermann noted that work on the details of the Summer Plenary at the Wigwam Resort this June is being finalized. She invited all the members of the EDC to attend this event, which will bring together leaders from both the public and private sectors of both states. She noted the Arizona Mexico Commission committees that might be of interest to the EDC. The economic development committee includes Joe Snell from TREO and Don Cardon from ACA as co-chairs. She also noted that there is a transportation committee, as well as an energy committee.

Ms. Emmermann discussed the Arizona-Mexico relationship by numbers. She noted that there is \$7.3 million each day spent by Mexican visitors and \$54.8 million a day in bilateral trade. Border crossings include 40,400 cars; 1,880 trucks; 44,090 pedestrians and 140,058 people each day. She stated that all this activity takes place in the six ports of entry connecting Mexico with Arizona. Ms. Emmermann explained that these facilities are outdated, overburdened and understaffed. She also noted that these volumes are the lowest in over a decade, but it is encouraging to see that the numbers are once again beginning to increase. The Arizona-Mexico Commission's goal is to see those numbers double in the next five to 10 years. Ms. Emmermann showed a chart of north-bound traffic flows for each port by mode of transportation. She stated that it is not uncommon to wait in excess of 2 to 3 hours to cross the border legally and thus people simply cross less. She then explained Nogales, the largest port of entry for commerce between Arizona and Sonora, reached a new single day record by processing close to 2,000 trucks in a single day. This port of entry, completed in the early 1980's, was designed to process 400 trucks per day. She noted that it is important to see ports of entry as not just standalone entities, but rather as part of a border system representing our border with Mexico.

Ms. Emmermann stated that the border Mayors are working on coming together to change the image of the border. Their focus is on long-term, sustainable economic growth and coordinated efforts to promote infrastructure investment. She noted that although there are many issues, the border communities play a critical role for both the security and the economy of the state and the nation. Ms. Emmermann stated that we need to leverage our relationships in Phoenix and Hermosillo, as well as in Washington, D.C. and Mexico City. She stated that with engaged groups like the MAG Economic Development Committee, in collaboration with the Arizona-Mexico

Commission, the Arizona-Sonora relationship stands to bring great value to the state and the region.

Wendy Vittori introduced herself to the EDC. She noted that she is on the board of the Arizona Mexico Commission, and CEO of the Arizona Sonora Manufacturing Initiative. She noted that the Arizona Sonora Manufacturing Initiative was built on the focus of how we can grow Arizona's economy in the manufacturing industry. She noted that Arizona's economy can benefit more from manufacturing opportunities in Mexico, through increase exports from Arizona firms to supply Mexican export manufacturing sector, and economic growth from increased manufacturing activities at or near the border.

Ms. Vittori provided an overview of the Arizona manufacturing sector, which is critical to the economy. She began by noting that the private sector needs to step up. She stated that there are 148,700 jobs in the manufacturing sector - seven percent are non-farm, non government jobs. She also noted the manufacturing industry makes up eight percent of the state's GDP and 86 percent of the state's exports. In 2009, the manufacturing industry's average wage was \$61,942. She stated that these are high paying, value add jobs. These jobs are high tech jobs in aerospace, navigation and control, semiconductor, and electronics.

Ms. Vittori then discussed the manufacturing industry and export services in Mexico. She stated that IMMEX firms hold 33 percent of Mexico's manufacturing jobs in 2009. This is the largest foreign currency income source, exceeding petroleum and tourism. She noted that 47 percent of all inputs to the maquiladoras are exported from U.S. and valued at \$41 billion. Ms. Vittori stated that more than 2,800 plants will have an ongoing need to source quality inputs, equipment and services from the U.S. industry. She noted the 60 percent of these plants are along the border. Ms. Vittori stated that the top two segments in Mexico are electronics and transportation equipment, such as automotive and aerospace. She gave an example of a successful Mexican cluster, Jalisco's Electronics.

Ms. Vittori discussed the opportunities to enhance collaboration with Mexico. She noted the first focus should be on the CANAMEX corridor. She noted that CANAMEX moved from a road, multi-modal concept to more of a trade concept. She stated that we need to ask what type of transportation should be built to make the trade sectors that are important more competitive. Ms. Vittori provided an example corridor, the North America Super Corridor (NASCO). NASCO was founded in 1994 and is a private sector leadership of public-private partnerships. She stated that the private sector needs to take the leadership role. She noted that NASCO's goal is to become the single most attractive location to retain, expand and attract new business for the international trade, manufacturing and transportation industries. Ms. Vittori then gave a NASCO example of a city on the corridor, San Antonio. She stated the San Antonio developed an Export Leaders Program that cultivates manufacturing or service companies to expand their skill set to export successfully. She noted that this is the infrastructure in Texas that we lack in Arizona.

Ms. Vittori moved on to a second opportunity, economic growth from manufacturing at or near the border. She noted that a study of the impact of maquiladoras found that a 10 percent increase in maquiladora activity in Mexican border cities, led to a one to two percent increase on U.S. border cities side; a 2.1 to 2.7 percent increase in wholesale trade and transportation; a 1.2 to 2.1 percent increase in manufacturing and a 1.0 to 1.8 percent increase in retail trade. She also noted that a University of Arizona researcher estimated that in the late 1990's, for every 100 maquiladora

jobs generated in Sonora, about 81 jobs were created in the U.S. Ms. Vittori noted that Arizona's border share of the IMMEX has been shrinking. She stated that in 1990 it was 5.8 percent, 3.7 percent in 2000 and 3.4 percent in 2006. She added that Arizona's border share of IMMEX has decreased over 50 percent in 15 years.

Ms. Vittori stated that the third opportunity is to help find connections that help to strengthen our competitive edge. She provided an example of a life science focus in Southern California - Borderless Biotech and Mexico's Emerging Life Sciences Industry. She noted that we need to think about collaborating across the border to make things more competitive globally. She also provided an example of advanced manufacturing/aerospace focus in South Texas. Reynosa and Matamoros are home to hundreds of major manufacturing operations, with employment of almost 200,000 in the sector. Rio South Texas has a diverse population of logistics and warehouse operations that support this advanced manufacturing cluster, as well as suppliers who manufacture components. Ms. Vittori noted that Rio South Texas Economic Council's tag line is "2 Countries, 1 Region, Many Choices." She stated this is something this region could be doing if they choice to follow that direction. Ms. Vittori summarized that Arizona can take advantage of this opportunity by expanding CANAMEX Corridor to focus on increasing manufacturing competitiveness; encourage more manufacturing in the Arizona-Mexico border region; and identify and build on complementary strengths to create competitive advantage.

Chair Neely thanked both Margie Emmermann and Wendy Vittori for their presentations. She stated that Ms. Vittori's presentation only reiterates the importance of the Interstate 11 corridor and having that international connection to both Mexico and Canada through Arizona. She asked if there were any questions from the Committee.

Supervisor Wilcox stated that she works with both organizations and prior to SB 1070, there was a lot of interest in collaboration. She asked that if we can resolve the issue with SB 1070, could we then begin to look at these ideas again. Ms. Emmermann stated that the Sonorans are very interested in finding mutual benefits to the states. She also noted that they are very excited about the plenary session in June. Ms. Emmermann stated the way that you make things happen is to find common opportunities and begin to work toward them and advance the dialog. Supervisor Wilcox noted the importance of communicating and working together with the Arizona Mexico Commission, the Arizona Commerce Authority and the MAG EDC. Ms. Vittori also added that the private sector needs to get more involved as well. Chair Neely stated that hopefully we can take some of these suggested opportunities and put them into action.

6. Joint Web Site Update

Chair Neely asked for an update on the joint web site with the Greater Phoenix Economic Council (GPEC). Denise McClafferty stated at the February EDC meeting, staff was directed to partner with GPEC to develop a data system for economic development. Since that time, MAG staff and GPEC staff have met to discuss what data might be on the web site and the web site design. She noted that the consensus was that the web site should tell Arizona's story and should be economic development driven. Ms. McClafferty directed the committee to the two draft outlines for the web site that was provided in the agenda packet. She stated that initially, this web site was to be a data system, but with 1/5 of GPEC's prospects being from California, the thought was to compare this region to regions in California. Therefore, Outline #2 has a stronger focus on comparisons to California and would not include a focus on Population and Housing or Lifestyles. She noted that

these two sections would be more valuable to the individuals relocating to the region as opposed to the businesses. Ms. McClafferty noted that Outline #1 is a broader focused web site and will have the ability to compare to California within specific metrics, but it would not be a specific or on the front end of the site.

Ms. McClafferty then provided a list of potential web site domain names. She noted that staff is requesting input on which outline and potential domain name is preferred. She indicated that the next steps would be to take the preferred outline and begin developing the layout of the web site.

Chair Neely asked if there were any thoughts on the domain name. Mayor Hallman stated that it would have been helpful to have the domain names in advance to give some thought and provide feedback. He also stated that there should be a way to place California high on the protocol and follow outline #1. Mayor Hallman stated that what we heard today is that it is important to build native resources as well as attract business to this region. He noted the comparison to California is important and that Arizona is what California was 50 years ago and what attracted people there in the first place. Ms. McClafferty noted that there is time to think about the domain name. She noted the next steps would be to develop a layout of the web site based on the outline preferred. Chair Neely agreed with Mayor Hallman in preferring outline #1 but also making California comparisons more accessible. She also noted that it was not a good idea to lose the Population and Housing component of this site.

Supervisor Wilcox asked if this sites purpose is to attract business, and for businesses to find information about this region. Ms. McClafferty responded that this web site was to assist business, as well as individuals or employees that would relocate with businesses. Supervisor Wilcox suggested added something that reflects how low crime is in this region as opposed to other parts of the country. Ms. McClafferty noted that was discussed to be addressed under the lifestyles section. Mayor Lopez Rogers asked if the data would be selected regionally as opposed to individual cities. Ms. McClafferty replied that the web site would initially be regionally. Mayor Lopez Rogers encouraged it to be regionally. Chair Neely agreed.

Mark Dryer noted that this is a great start. He suggested somehow clarifying the reality of our education system and quality of workforce. Mr. Dryer referenced Ms. Jameson's comments about our schools and APL's comments about this region's quality of workforce. Jim Rounds stated that in the best states, it is very clear where to go to get the best information. He noted that he is concerned about diverting businesses that may have gone directly to the GPEC, TREO or ACA website. Steve Betts stated that GPEC does not have the data base that MAG has, and the thought was to work together to develop a link to a site that would provide the data needed to make those relocation types of decisions. Mr. Rounds then clarified that this is not an EDC specific web site and that staff is just looking for feedback. Mr. Smith noted that this is a partnership between MAG and GPEC to utilize the MAG resources that are primarily the federal resources that far exceed GPEC's resources, as well as implementing a provision of the federal transportation law that says we should be fostering economic development. He noted that you cannot find MPO's that have that as a mission. Mr. Betts stated that MAG has a lot of great data that GPEC would like to get out to their businesses so that it can be used more effectively. Ms. McClafferty added that this joint web site will be a standalone web site that would branch off from both MAG and GPEC's sites. Mr. Rounds stated that we need to be careful that this is not viewed as the primary web site. Mr. Smith suggested adding a link to ACA on this site.

Chair Neely asked that these web site domain names be sent out to the members. She noted that maybe we should think about having the term "region" in the name instead of "greater phoenix", such as Greater Phoenix Region.

7. Request for Future Agenda Items

Chair Neely asked if there were any requests for future agenda items. She then noted that we are confirming a speaker next month on air freight. She asked if there were other areas that were of interest to the members. Mr. Smith noted that staff is working on the Intermountain West Planning meeting and staff can provide a report if there is any progress. Chair Neely also suggested talking about broadband in this region.

8. Comments from the Committee

Chair Neely asked if there were any comments from the committee members. Mayor Lewis commented that the GPEC team had a very successful three days in Washington D.C. He noted that economic development was the topic of discussion. He added that transportation was not at the forefront of the discussion, but it did get introduced.

Adjournment

There being no further business, the Economic Development Committee meeting was adjourned at 1:56 p.m.

Chair

Secretary

Greater Phoenix Rising



Business & Economy

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Population & Housing

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Transportation

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Lifestyle

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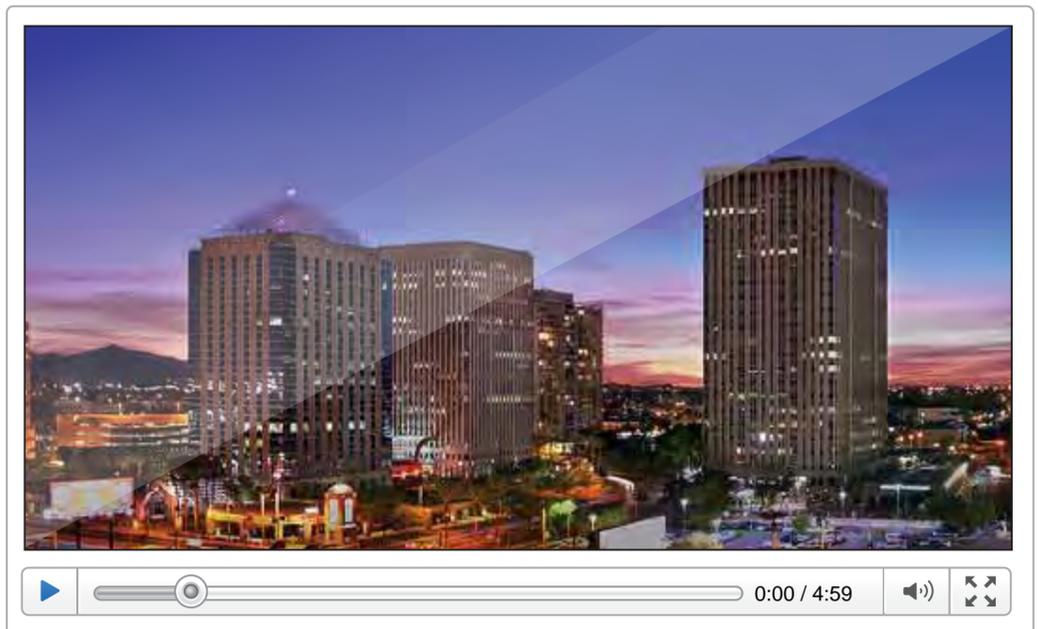
Infrastructure

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GET THE FACTS...

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SPECIAL REPORTS



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Business & Economy

Population & Housing

Transportation

Lifestyle

Infrastructure

Special Reports

Existing - Peak and Non Peak

Highway & Street Network

Freight Rail

Number of Passengers

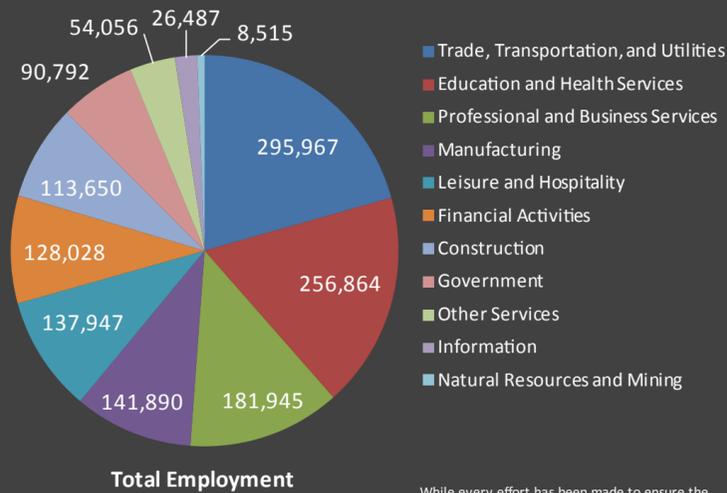
Trucking - Back Haul Rates

Connectivity

Employment Profile

Maricopa County Employment by BLS Super Sector

(Businesses with 5 or more employees)

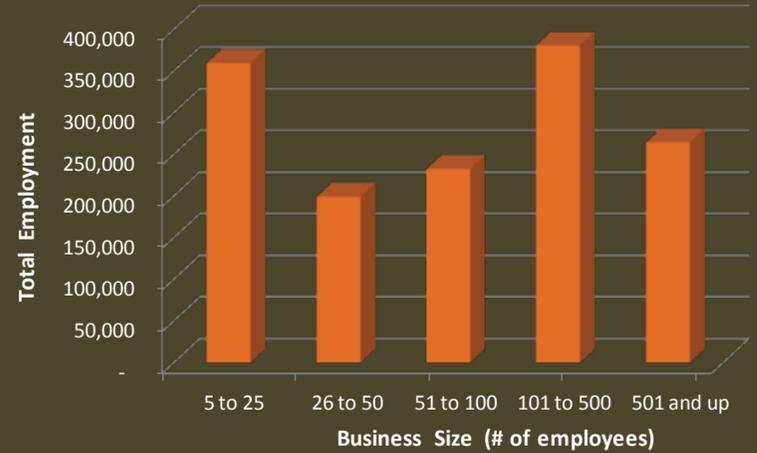


Source: MAG Employer Database
Date: July 2010

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to the accuracy and expressly disclaims liability for the accuracy thereof.

Maricopa County Employment by Business Size

(Businesses with 5 or more employees)



Source: MAG Employer Database
Date: July 2010

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to the accuracy and expressly disclaims liability for the accuracy thereof.

Top 10 Employers (Source: MAG Employer Database, Date: July 2010)

Name	Employees
State Of Arizona	24,150
City Of Phoenix	19,754
Banner Health	18,138
Walmart	14,325
Honeywell	13,512
County Of Maricopa	12,577
Smith Food & Drug Stores / Fry's Food Stores	12,223
Arizona State University	11,758
Wells Fargo Bank National Association	9,511
Bank Of America National Association	9,449



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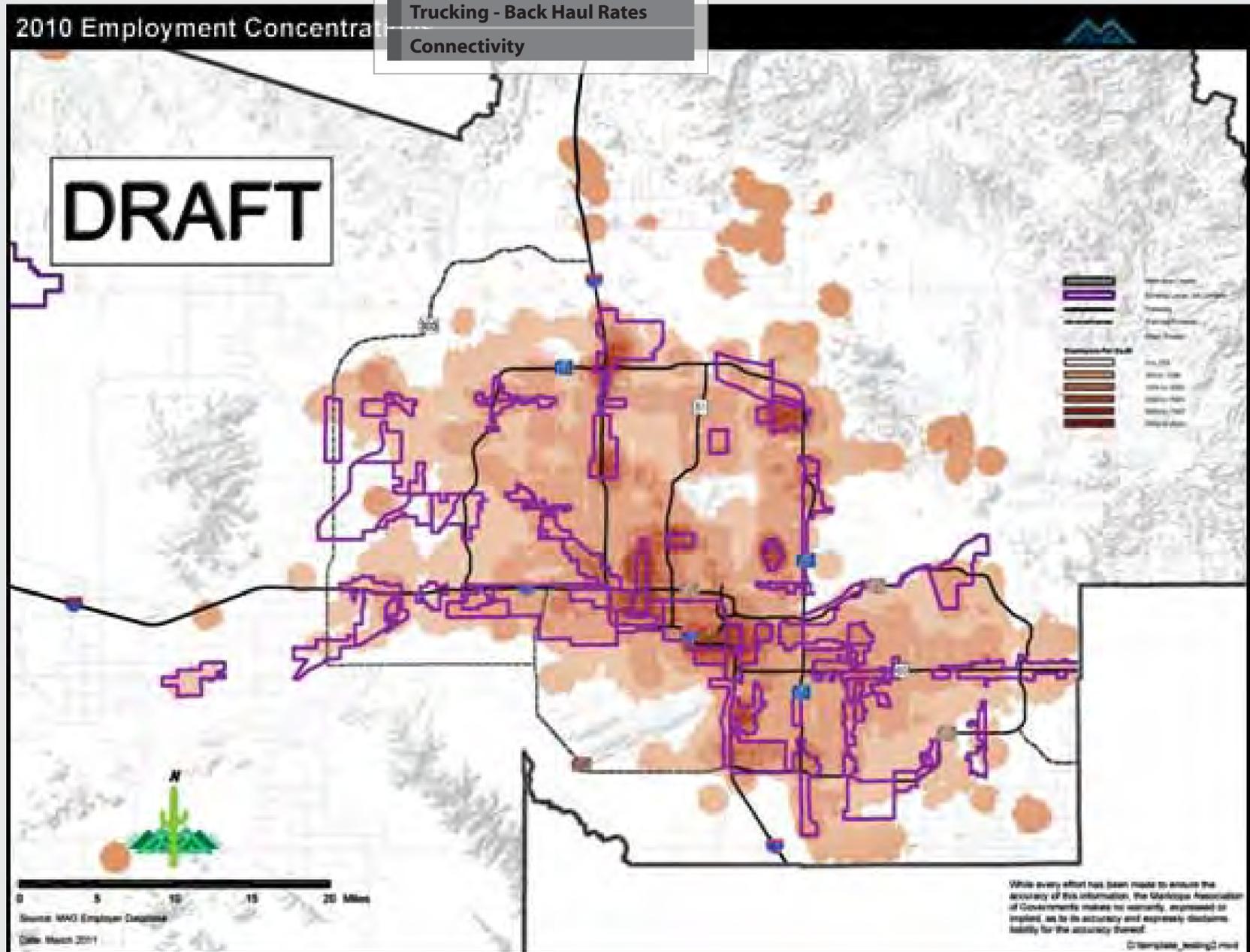
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Employment Profile

2010 Employment Concentration

- Existing - Peak and Non Peak
- Highway & Street Network
- Freight Rail
- Number of Passengers
- Trucking - Back Haul Rates
- Connectivity



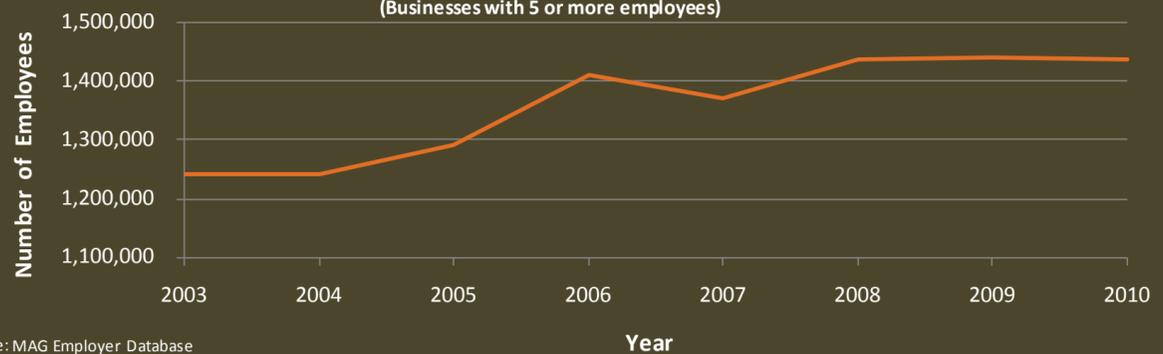
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[Submit](#)

Total Employment for Maricopa County

(Businesses with 5 or more employees)



Source: MAG Employer Database
Date: July 2010

Potential Web Site Domain Names

- Greater Phoenix Rising – greaterphoenixrising.com
- Phoenix Region Rising – phoenixregionrising.com
- Advancing Greater Phoenix – advancinggreaterphoenix.com
- Advancing Phoenix Region – advancingphoenixregion.com
- Greater Phoenix Data Dash – greaterphoenixdatadash.com
- Phoenix Region Data Dash – phoenixregiondatadash.com