

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
ECONOMIC DEVELOPMENT COMMITTEE

April 1, 2014

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

MEMBERS ATTENDING

Mayor Marie Lopez Rogers, Avondale, Chair
*Mayor Scott Smith, Mesa, Vice Chair
#Mayor Gail Barney, Queen Creek
Steven Betts, GPEC
Dr. Joseph Cavinato, Thunderbird
*Supervisor Steve Chucri, Maricopa County
Angela Creedon, Arizona State University
Mark Dreher, East Valley Partnership
*Thomas Franz, Greater Phoenix Leadership
Gary Haydon, Haydon Building Corp.
*Michael Hoover, Sundt Construction
Mayor Linda Kavanagh, Fountain Hills
Jim Kenny, El Dorado Holdings, Inc.
*Mayor W.J. "Jim" Lane, Scottsdale
Mayor Michael LeVault, Youngtown
Mayor John Lewis, Gilbert

#Mayor Georgia Lord, Goodyear
*Mayor Jackie Meck, Buckeye
#Mayor Mark Mitchell, Tempe
*John Nelson, ADOT
Mayor Christian Price, Maricopa
Jim Rounds, Elliott D. Pollack & Company
Todd Sanders, Greater Phoenix Chamber
of Commerce
Mayor Thomas L. Schoaf, Litchfield Park,
Councilmember, Jack Sellers, Chandler
Bill Sheldon, WESTMARC
*Mayor Greg Stanton, Phoenix
#Sandra Watson, Arizona Commerce
Authority
Mayor Jerry Weiers, Glendale
Mayor Sharon Wolcott, Surprise

* Not present

Participated by video or telephone conference call

OTHERS PRESENT (from sign-in sheet(s)):

Roc Arnett, EVP
Anubhav Bagley, MAG
Alana Chávez-Langdon, MAG
John Catapano, Maricopa Community Colleges
Dan Davis, Avondale
George Diaz, Buckeye
Anna Flaaten, US Commercial Service
Walt Gray, West Side Town Hall
Dale Miller, Jacobs
Denise McClafferty, MAG

Dan Marum, Wilson & Company
Russell Miles, MAG
Lora Mwaniki-Lyman, MAG
Lauren Patheal, Triadvocates
Scott Powell, Gilbert
Kate Prendergast, Maricopa County
Linda Priano, MAG
Nathan Pryor, MAG
Kelly Taft, MAG
Nicholas Twyman, US Commercial Service

1. Call to Order

The Economic Development Committee (EDC) meeting was called to order by Chair Lopez Rogers at 11:38 a.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

Mayor Barney, Mayor Lord, Mayor Mitchell and Sandra Watson joined the meeting via teleconference. Chair Lopez Rogers reminded the committee that there is still time to register for the Second Binational Forum that is being held in Nogales, Sonora on April 10 & 11, 2014.

Chair Lopez Rogers noted public comment cards were available for those members of the public who wish to comment. Chair Lopez Rogers stated that transit tickets were available from Valley Metro for those using transit to come to the meeting. Parking validation was available for the MAG parking facilities for those who parked in the garage.

3. Call to the Audience

Chair Lopez Rogers 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 Lopez Rogers noted that no public comment cards had been received.

4. Approval of the February 4, 2014 Economic Development Committee Meeting Minutes

Chair Lopez Roger asked if the members had any questions regarding the February 4, 2014, meeting minutes. There were none. Mayor LeVault moved to approve the February 4, 2014 Economic Development Committee meeting minutes. Steve Betts seconded the motion and the motion carried unanimously.

5. Building Collaboration through VerdeXchange Arizona 2014

Doug Bruhnke, Founder & CEO of Growth Nation, stated that growth, globalization, and sustainability is shifting in the world. He indicated that 19 out of 20 people outside the United States are getting out of poverty. He added that the economic projections for 2050, show the Gross Domestic Product (GDP) for Mexico will be \$9 trillion and this opens up economic opportunities for Arizona. Mr. Bruhnke noted that 50-100 million people come out of poverty every year and these dramatic global changes will bring regional and international opportunities to Arizona. Mr. Bruhnke also stated health is changing for the better, there are record low birth rates and health and longevity is improving. He noted that in 2045, fifty percent of people in the world will be 55 years or older.

Mr. Bruhnke also reviewed Arizona's rankings in tourism, exports, and population in comparison with Salt Lake City, Utah. He noted that Arizona ranked lower than Salt Lake City and discussed how businesses and government work together there. Mr. Bruhnke stated that Arizona is missing opportunities with Mexico and that we need to learn from the success that Texas is experiencing. He noted that there is still time and opportunity, but added that this region needs to come together to figure out what that strategy will be.

Mr. Bruhnke also discussed the positive connections we have with Canada and Mexico, and provided an overview on what to expect at the VerdeXchange Arizona Conference that will take place on May 1-2, 2014 at the Sheraton Phoenix Downtown Hotel. This conference involves twenty five cities in Arizona and added that this event aims to enhance regional collaboration, help businesses tap into new opportunities, and support efforts to create a more sustainable future. The conference will connect regional leaders through 150 key projects in business, healthcare, tourism, manufacturing, transportation, construction, energy, cross border investment, international trade, finance and economic development.

Mr. Bruhnke stated that this event also provides a forum to directly address challenges and opportunities throughout Arizona and the western United States. He added that there will be over 100 speakers, which include Phoenix Mayor Greg Stanton; CEO of Canada Arizona Business Council, Glenn Williamson; Margie Emmermann, Executive Director of the Arizona Mexico Commission; Tucson Mayor Jonathan Rothschild and many others. Mr. Bruhnke provided members with a detailed handout of the event agenda.

Chair Lopez Rogers thanked Mr. Bruhnke for his presentation and asked if there were any questions or comments from the committee. Mr. Smith stated that the real strength of an organization is one that can talk about the unmentionables. He added that Bob Robb, who understands the value of the freeway system, wrote an article in the paper that stated Arizona may be going down a blind alley in look toward Mexico. Mr. Smith asked Mr. Bruhnke, based on his expertise and experience, is Mexico the wrong place to be focusing? Mr. Bruhnke stated that as a business person, it is absolutely an opportunity. However, Arizona is losing trade because the shipments are being diverted to Texas. He noted that Arizona still has enough time and opportunity, but it needs be figured out quick.

Mayor Schoaf stated that he enjoyed the presentation and also appreciated the comment the Executive Director made, and he feels the problem with exporting is not picking the place you want to export too, it is how we can create products people want. He added that it is critical to look at markets outside of Arizona and that we need to do a better job of creating an environment that attracts people who will bring jobs to the state. Mr. Bruhnke stated that he totally agrees with Mayor Schoaf's comments.

Mr. Dreher added that in the aircraft and aerospace sector, studies are showing that Arizona is very low in efficiency in our manufacturing and the type of labor we offer is the lowest level involved in assembly, we are not doing the high level engineering and design work, we are doing the most basic things and we need to sell something beside cheap labor. Mayor Schoaf added that in his experience, the labor skills were so low, that they barely meet the minimal requirements, which does define what we can manufacture here. Mr. Betts stated

that in order to support the manufacturing of additional products, Arizona also needs high level tech expertise to produce those products and jobs at a faster rate. He noted that the Velocity Initiative, which has begun its initial rollout, will be publishing insightful information that relates to this issue in the upcoming Brookings Metropolitan Business Plan report.

6. Soft Launch of Building an International Economic Network

Mr. Anubhav Bagley, Information Technology Manager, provided an overview on the Building an International Economic Network, or BIEN, website. He explained that BIEN came about as a result of the MAG Freight Transportation Framework Study and studies conducted by the Thunderbird School of Global Management on the importance of Arizona/Mexico trade relations. Mr. Bagley stated that Mexico and Canada are Arizona's top trading partners and moving freight more efficiently between Mexico and Arizona and Arizona and Canada were factors that led to the development of the BIEN website. He added that this website will allow businesses in Arizona to connect with businesses in Canada and Mexico, and provide additional opportunities for small and medium businesses to connect with each other. Mr. Bagley explained that businesses are able to log onto the website and self report their business activities. He added that currently there are approximately 900 different business classifications on BIEN.

Russell Miles, MAG Application Development Program Manager, continued the presentation with a demonstration of the BIEN website. Mr. Miles stated that searches can be made in a variety of ways, such as, by keyword, business activity, or distance. He explained that the Business Search page takes a user to the profile of a business, and when the user finds a business of interest, the user can then send an email message to that business. Mr. Miles stated that the business who was contacted can reply directly to the email, and at this point communication moves beyond the BIEN website and is between the two parties only. Mr. Miles noted that the website will also be translated into Spanish. He added that the website was developed entirely in-house by MAG staff and acknowledged the assistance of Jon Christiansen, Jason Cheney and Matt Nielsen. Mr. Miles stated that the website address is www.connectbien.com.

Mr. Bagley stated that a soft launch of BIEN took place on February 14, 2014 and has been presented to the Arizona Commerce Authority, Greater Phoenix Chamber of Commerce, the Canada Arizona Business Council, the Arizona Chamber of Commerce, the Arizona Hispanic Chamber of Commerce, the Arizona Department of Transportation, the Arizona Small Business Association, the U.S. Commercial Service and the Arizona Mexico Commission. He stated that these partnerships are assisting in promoting this site in the region. He added that recently there was an email campaign informing businesses about this new website and as of today, there are sixty four businesses that are registered and actively using the site. Mr. Bagley provided a fact sheet to the committee members and asked them to add this link to their economic development page, to email this link to their economic development groups, and to also let their local business organizations know about the BIEN website.

Chair Lopez Rogers thanked Mr. Bagley and Mr. Miles for their presentation and asked if there were any questions or comments from the committee. She added that the key to the success of this website is definitely in the marketing and asked members to place a link on their websites. Mr. Smith added that there is no other website like this in the United States and this can really be an asset to Arizona. Mr. Bagley added that he will be meeting with Pima Association of Governments and businesses in Tucson later in the week to present and discuss BIEN. He added that he will come and speak to any group that is interested in promoting this website.

7. Economic Development Data and Analysis Meetings

Anubhav Bagley, Information Technology Manager, stated that MAG has many data resources, tools, and new analysis that can support economic development activities at MAG member agencies. He added that all of these data sets have been built and maintained for transportation planning purposes and other long range regional planning processes. Mr. Bagley noted that he has recently showcased customized presentations to 18 jurisdictions, WESTMARC and East Valley Partnership, with other meetings scheduled.

Mr. Bagley stated that seven interactive mapping tools are available and added that the idea behind the tool was based on census data and provides a one-stop shop for all data sets. He noted that users can view maps of median incomes, poverty, and educational attainment. He added that the data sets are updated on an ongoing basis and demonstrated how a user can create maps for any MAG data or geography. He noted that the reports can be downloaded into PDF or Excel formats to be put into PowerPoint presentations.

Mr. Bagley indicated that in addition to the demographic viewer, MAG has employment, current and future land use, landmark, projections, bikeways, population, and sector summary viewers. He noted that they are currently working on a jobs center viewer due to requests heard during the economic development road shows. Mr. Bagley demonstrated how the viewers can compare cities and provide aerial views. He added that comparisons of jurisdictions can also be made and the data can be downloaded on site. He added that this is also available on android and other mobile devices.

Mr. Bagley also demonstrated commuting patterns and employer database analysis that will assist in attracting different businesses to our region. He added that staff has met with Arizona State University, Maricopa Community Colleges, East Valley Institute of Technology, and WESTMARC to discuss how they can collaborate and build a labor force and skill viewer data set. Mr. Smith noted that these are invaluable tools for cities, where they can take this information and develop their own strategies.

Chair Lopez Rogers thanked Mr. Bagley for his presentation and asked if there were any questions or comments from the committee. Mayor Lewis asked if this is available to anyone. Mr. Bagley stated that this is available on the MAG website for anyone to use. Mayor Lewis added that this would be a great tool for the business community.

8. Report on the Technological Institute of Sonora (ITSON) Delegation Visit

Alana Chávez Langdon, International Economic Development Analyst, provided an update on the three day ITSON tour that took place on March 25-28, 2104. Ms. Chávez Langdon stated that there were approximately 60 participants from this delegation that included students and faculty from the School of Economy and Finance, along with representatives from the Sonora's dairy industry, including heads of the Dairy Councils from the northern, central and southern regions of the state – including Caborca, Hermosillo and Ciudad Obregón. Representatives from NOVUTEK, a software spin off company were also in attendance. Ms. Chávez Langdon expressed her appreciation to Chair Lopez Rogers for her support and participation in welcoming the delegation. She also thanked Angela Creedon for facilitating the participation of Arizona State University throughout the tour. In addition, Ms. Chávez Langdon noted that several members of MAG's Regional Council and Economic Development Committee were included in the tour program.

Ms. Chávez Langdon stated that the purpose of the visit was to gain further understanding of regional governance and cooperation; to become more familiar with the region's economy and industry strengths; to build associations with universities, industries and governments officials; to ascertain potential tech transfer/incubator opportunities; and to further understand niche market areas for collaboration relevant to regional strengths in Cajeme-Obregon. She added that this region was very well represented during the tour with visits to the East Valley, West Valley and Central City locations. The group met with representatives from the Maricopa Association of Governments, Arizona State University, the Arizona Mexico Commission and the Consulate General of Mexico in Phoenix on the first day. The second day of the tour included visits to the Phoenix Biomedical Campus, the Greater Phoenix Economic Council, Arizona State University's Seidman Research Institute and the W.P. Carey School of Business. Ms. Chávez Langdon added that on the third day visits included the Arizona Center for Algae Technology and Innovation, the Kroger Tolleson Dairy Facility & Bottling Plant, Ponderovey Dairy, and the Central Arizona Project and Arizona Municipal Water Users Association. The final day the group attended ASU Skysong in Scottsdale, Innovations Science and Technology Incubator in Chandler, the Center for Entrepreneurial Innovation in Phoenix, the TechCelerator AZ in Surprise, and BioInspire in Peoria.

Ms. Chávez Langdon stated that some of the outcomes of this event included business to business connections, incubator partnerships and small business expansion opportunities, and a greater understanding and appreciation of the willingness and commitment of key entities to address challenges to meet the needs of the population in the MAG region through regional cooperation. She also noted that ITSON officials are working on a list of potential collaborations resulting from this event and identifying next steps from meetings that took place during their visit.

Chair Lopez Rogers thanked Ms. Chávez Langdon and asked if there were any questions or comments from the committee. Mr. Smith added that Ms. Chávez Langdon did a great job in organizing this tour and thanked her for her hard work.

9. Request for Future Agenda Items

Chair Lopez Rogers asked if there were any requests for future agenda items. There were none.

10. Comments from the Committee

Chair Lopez Rogers asked if there were any comments from the committee. There were none.

Chair Lopez Rogers stated that the next meeting of the EDC will be on May 6, 2014 at 11:30 a.m. at the MAG Office, 302 N. 1st Avenue, Phoenix, Second Floor, Saguaro Room.

Adjournment

There being no further business, the Economic Development Committee meeting was adjourned at 12:57 p.m.

Chair

Secretary