West Plains/Airport Area
Public Development Authority

October 8, 2018
7:00 AM – 11:00 AM

Minutes – Special Meeting

Attendance

WP-AA PDA Members present: Theresa Sanders, Gerry Gemmill, Larry Krauter, Al French, Ben Stuckart, William Butler

WP-AA Executive Director: Todd Coleman

Staff/Guests present: Boris Borisov, Taudd Hume

Meeting called to order 7:00 am

Agenda

- Reason to create PDA
  - Underutilized assets from previous investments
    - Land
    - Rail
    - Water
    - Sewer
    - Roads
  - Desire for growth
    - Generate community wealth through jobs
    - Generate revenue for public services
    - Maintain core services
  - Opportunity for collaboration
    - Growth focus versus revenue
- Focus
  - Sustained effort
  - Pursue economic development and jobs each day
- Compete as a region versus within the region

- Interests/Motivators for Creation of the PDA
  - Airport
    - Generate capital for airport projects from non-aeronautical properties
    - Financing mechanism for hangers
    - Prepare shovel ready properties
  - County
    - Develop rail spur
    - Support development of Spokane International Airport
    - Economic development through jobs growth and increase median wage
  - City
    - Collaborative focus for the region
    - Seize opportunities
    - Advocate for new business
- Healthy community through economic growth
- Utilize existing assets
- Ripple effect of higher paying jobs
- **Private Business**
  - Collaboration results in confidence and focused efforts
  - Proactively market Spokane
  - Increased focus on market outside the region
  - Strong pro-business effort
  - Unified message of working together to leverage success
  - Increase certainty

- **Opportunities**
  - **Infrastructure**
    - Roads
    - Water/Sewer
    - Power/Gas
    - Fiber
    - Rail/Shortline
  - **Recent Successes**
    - Airport $150 to $200 million capital investment
    - Amazon Fulfilment Center
    - Caterpillar
    - Truck Sales
    - 3 Hotels
    - North 40
    - Gas/Fuel
    - Light Industrial Park
    - Grocery Store
  - **Eco Park**
    - Waste to Energy Plant
      - Heat
      - Clean Energy
  - **Aerospace**
  - **Advanced Manufacturing**
  - **GSI**
    - County - $250k +$250k
    - City - $58k
    - Airport - $25k
  - **Higher Education**
    - EWU
    - WSU
    - Gonzaga
    - Community Colleges
  - **Fairchild**
  - **Relationships**
  - **FTZ**
  - **10 Hour Trucking Rules**
  - **Opportunity Zones**

- **Challenges**
  - **Stormwater**
    - RFQ in process
  - **Wetlands**
• Mitigation Bank
  o Land Use
    ▪ City of Spokane
    ▪ Spokane County
    ▪ Spokane International Airport Overlay
    ▪ Fairchild Overlay
    ▪ Airway Heights
  o Limited shovel ready property
  o Marketing to outside region
  o Housing
  o Greenbelt connectivity to downtown
• Goals
  o PDA Will Directly Impact
    ▪ Shovel Ready
      • Airport Lands
      • Infrastructure – PDA drive outcome, City and County projects
      • Stormwater – PDA drive outcome, City and County expertise and utility
      • Permitting
      • Land Use – Drive outcome through subarea plan or other process
    ▪ Marketing
      • 20% or less regional – Through earned media
      • 80% or more new markets – PDA will lead
  o PDA Will Influence
    ▪ Workforce
    ▪ Workforce Housing
  o Decision Making Criteria
    ▪ Flexibility
    ▪ Proactive
    ▪ Clusters
    ▪ Return on Investment
    ▪ Wages
  o Staffing
• Recap on Mission & Vision
  o PDA Role
  o 12 Month Goals/Vision
  o 5 Year Goals/Vision
  o Strategic Plan/Balance Scorecard
12 MONTH GOALS

- Attract new business/expansion
  - New jobs
  - Above state median wage
- Complete a strategic plan
- Collaborative proposal for NMA
- FAA land release
- Wetland mitigation bank substantially into permitting
- Complete an actionable stormwater plan
- Create a comprehensive 6-year capital plan for infrastructure
- Implement succession planning for the Board
- Grow community wealth
- Define a plan for land use and substantially start a subarea plan
- Have a logo
- Have a web page
- Complete a marketing plan and have professional collateral
- Create and utilize a comprehensive project evaluation matrix
- Create a transparent performance dashboard
- Be known as an economic leader in Washington state
- Be top of mind in Olympia

5 YEAR GOALS

- Be a bondable organization
- Have significant assets
- Create new jobs and attract new businesses
- Be the home of Boeing’s new NMA plant
- Be on the map known for advanced manufacturing and aerospace

Adjourn 11:00 am