

Summary
Meeting of the Central Puget Sound Economic Development District
Board of Directors
Wednesday, April 1, 2009
Regional Council Boardroom

Call to Order/Roll Call

The meeting of the Economic Development District Board of Directors was called to order at 1:05 p.m. by Councilmember John Chelminiak, President. The signatures on the attendance sheet and staff documentation determined a quorum was present.

Members/Alternates present for all or part of the meeting included:

Councilmember John Chelminiak, President <i>Mr. Mark Calhoon</i> <i>Mr. Lee Cheatham</i> Commissioner Charlotte Garrido Councilmember Dave Gossett Mayor Denis Law	Commissioner Bill Mahan Councilmember Richard McIver Ms. Betty Nokes Mayor Jim Pearman Councilmember Chris Snow Mr. Bill Stafford Mayor Ray Stephanson	<i>Councilmember Ed Stern</i> Mr. Bill Stewart Mr. Stan Sorscher Councilmember Lauren Walker <i>Ms. Ellen Walkowiak</i>
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Members Absent:

Mayor Cary Bozeman Mr. Tom Flavin Mr. David Graybill Commissioner Lloyd Hara Mr. Bruce Kendall Ms. Deborah Knutson Councilmember Kathy Lambert	Executive Pat McCarthy* Mr. Nate Miles Mayor Greg Nickels Ms. Estela Ortega Commissioner Clare Petrich Councilmember Chris Raezer Councilmember Matt Richardson	Ms. Susan Suess Executive Ron Sims Ms. Kris Stadelman Mr. Larry Williams*
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A list of guests present for all or part of the meeting is included with the official record of these minutes.

[To listen to the digital recording of the entire meeting, please visit the PSRC website; or to watch a video of the meeting go to http://psrc.granicus.com/MediaPlayer.php?view_id=2&clip_id=60 (best in IE) or contact the PSRC Information Center, 206-464-7532; e-mail info@psrc.org.]

Citizen Comments

There were no citizen comments or communications for the board.

President's Report

President Chelminiak reported that at the last meeting they had approved the final version of the new Prosperity Partnership Tourism/Visitors and Military Cluster Strategies and had approved a contract for consulting services for conducting a supplemental clean tech data analysis. He then reported on the recent International Study Mission to Abu Dhabi and Dubai in the UAE. [To listen to his remarks go to http://psrc.granicus.com/MediaPlayer.php?view_id=2&clip_id=60.]

Director's Report and Staff Report

Brief reports were then made by Director Bill McSherry and Eric Schinfeld.

Consent Agenda

ACTION: It was moved and seconded (Stephanson/Garrido) to (a) approve the minutes of the meeting held February 4, 2009; and (b) to approve expenses dated January through February 2009, in the amount of 156,430.72. The motion carried unanimously.

New Business

a. Approve Contract Authority for Supplier Diversity Toolkit Web Development RFP

Eric Schinfeld explained that in July 2008, the EDD Board approved the Prosperity Partnership's Minority-Owned Business Development Strategy. Among other actions, the strategy calls for the creation of a minority-owned business supplier best practices toolkit and implementation guide. Staff has worked with the University of Washington's Business and Economic Development Center to create the toolkit content and the next step is to convert the toolkit into an interactive online tool. Although the funding for this project is contained within the EDD's FY 2010 Budget – which begins on July 1, 2009 – staff would like authority to conduct an RFP process so that a consultant can be selected and work can begin once the next fiscal year begins.

After a nine month process, guided by its Minority Economic Development Working Group, the Prosperity Partnership finalized a four-part strategy to improve the business climate for minority-owned business development in our region. To implement this strategy, the Prosperity Partnership has identified five deliverables:

- 1) A Supplier Diversity Best Practices and Implementation Toolkit
- 2) A Supplier Diversity Professionals Networking Forum
- 3) A Trade Association "Access Membership" Package
- 4) A Shared Database of Top Minority-Owned Businesses
- 5) A Comprehensive Minority-Owned Business Resources Website

One of the Prosperity Partnership's 2009 Year Action Items is to "Use the newly created Supplier Diversity Best Practices Toolkit and Implementation Guide to help 4 companies develop effective supplier diversity programs." The Toolkit and Implementation Guide has been developed – in collaboration with the University of Washington's Business and Economic Development Center – as a way to help mid-sized and large businesses in the central Puget Sound (particularly those businesses working in the industry clusters that drive our region's economy) improve the effectiveness of their procurement and purchasing efforts with regard to minority-owned businesses.

The toolkit has three parts:

1. A business case for the inclusion of minority owned businesses in supplier diversity efforts, including how such efforts can help lower costs, increase quality and increase connection with customers
2. A self-assessment tool for businesses to measure the effectiveness of their existing procurement and purchasing processes with regard to incorporating minority-owned businesses
3. A step-by-step "how to" implementation guide for businesses to be able to start and/or maximize the effectiveness of procurement and purchasing processes with regard to incorporating minority-owned businesses

In order to make the use of the toolkit as easy and attractive as possible, the Prosperity Partnership is seeking to develop it into an interactive web tool. This web tool would be marketed to businesses as a dynamic and accessible way to evaluate the potential of incorporating minority-owned business supplier best practices into their organization, and as a helpful resource to take the necessary steps to transforming their procurement and purchasing systems.

After discussion, the board took the following action.

ACTION: It was moved and seconded (McIver/Gossett and others) to authorize staff to conduct an RFP process for consulting services not to exceed \$25,000 for development of a Minority-Owned Business Supplier Best Practices Toolkit and Implementation Guide website.

The motion carried unanimously.

b. Amendment to the FY 2008-2009 Economic Development District Budget and Work Program.

Diana Lauderbach explained that new funding has been obtained resulting in the need to amend the Amended Supplemental FY 2008-2009 Economic Development District Budget and Work Program. The proposed amendment includes the following changes:

An additional \$130,000 from the Office of the Governor would be used to compensate Bill McSherry for his service as an advisor to the Governor's Office on aerospace issues. Aerospace is a cornerstone of the state's and region's economy and ensuring its continued strength and competitiveness has been a priority for the Prosperity Partnership. Through his work as Director of Economic Development at PSRC and as a board member for the Aerospace Futures Alliance, Mr. McSherry is uniquely qualified for this position.

An additional \$50,000 of Workforce Development Council (WDC) of Seattle-King County funds would be used to support consultant work and PSRC staff hours on the production of a clean technology cluster analysis report for the Puget Sound region in Washington state. Of this amount, up to \$28,000 would go toward hiring a consultant and the remaining funds would support existing staff salaries. No matching funds are required.

Following discussion the board took the following action.

ACTION: It was moved and seconded (Snow/Garrido) to approve the proposed budget and work program amendment, increasing the budget by an additional \$180,000 as outlined in the discussion

The motion carried unanimously.

c. Approve Contract Authority for Support Services for the 2012 Global Health Event Initiative

Chris Strow explained that at its February 2009 meeting, the EDD Board approved the Prosperity Partnership's Tourism/Visitors Industry Cluster Development Strategy. Among other actions, the strategy calls for support for and creation of major events that draw people to the region. Specifically, the Tourism/Visitors Working Group has begun planning for a major new event in 2012 – to coincide with the 50th anniversary of the Seattle World's Fair and the opening of the new Bill and Melinda Gates Foundation

offices – centered on our region’s growing importance in the field of global health. In order to pursue this idea in greater detail, staff would like to enter into a six month contract for assistance in evaluating, planning and fundraising for this event.

His discussion included:

Initiative Description & Rationale

The 2012 Global Health Summit and Celebration will:

- Position the Puget Sound area as the leading region in the world for global health, enhancing our reputation nationally and internationally
- Better connect the regional and statewide organizations involved in global health, including nonprofit organizations and the business community
- Draw 250,000 people from within the region, across the United States, and around the world over a 10-day period
- Attract the best minds in global health and life sciences
- Be a very exciting annual or bi-annual event with a theme that is timely and compelling
- Be held beginning in 2012, to coincide with the 50th anniversary of the Seattle World’s Fair

The Summit and Celebration will be a signature, global event that includes five elements:

- A conference that is the “must attend” public health gathering of the year; a high-level convening of global health leaders, practitioners, funders, and supporters
- An exhibition of advancements in global health that are meaningful to researchers and scientists and made accessible to the public. The exhibition will highlight the growth and importance of global health and life sciences in the region and worldwide, and engage the public in the challenges and opportunities for this field
- A cultural festival that combines visual, performing and other arts from countries around the world. The festival should encompass arts and culture, music and film. Events could include native cultural performances as well as major rock/pop artists holding benefit performances at venues such as the Tacoma Dome, Key Arena, the Everett Events Center, and others
- An education element that involves and engages school children throughout the region
- A social networking component that encourages very broad participation and will disperse information quickly, across multiple networks

The major event could also include:

- An award for excellence in the field of global health
- Very high profile speakers and attendees
- An engagement component that 1) encourages participation of municipalities, businesses, nonprofit organizations and civic groups, and the general public; and 2) raises money for important global health causes
- A sports and recreation component that attracts families and avid recreation hobbyists

A potential model for this large-scale event is:

The Aspen Festival, sponsored by the Aspen Institute. The festival is a four-part, summer-long series of intellectual, cultural, culinary and artistic events

- Aspen Ideas Festival – a gathering of scientists, artists, politicians, writers, historians, and others
- Aspen Food & Wine Festival
- Aspen Music Festival
- Snowmass Jazz Festival

Strategic Outcomes

- Raise the profile and brand for the region as a leader in global health and life sciences, nationally and internationally
- Support the efforts of the Global Health Alliance and others to tell the story about the region's global health cluster
- Catalyze economic development of new businesses and supporting activities in the global health realm

Following discussion the board took the following action.

ACTION: It was moved and seconded (Stephanson/Garrido and others) to authorize staff to enter into a contract not to exceed \$24,000 for support services for the 2012 Global Health Event Initiative.

The motion carried unanimously.

Discussion Items

- Update on State Aerospace Competitiveness Effort**
- Proposed FY 2010-2011 Puget Sound Regional Council and Economic Development District Budget and Work Program**

[To listen to the discussion items, please go to the video of the meeting:

http://psrc.granicus.com/MediaPlayer.php?view_id=2&clip_id=60 (best in IE) or contact the PSRC Information Center, 206-464-7532; e-mail info@psrc.org.]

Information Items

- “We’ve got to be the best to keep Boeing in our state” – Tacoma News Tribune, February 25, 2009 [<http://www.thenewstribune.com/voelpel/story/637567.html>]
- “A vibrant cultural scene can only be good for region” – Puget Sound Business Journal, February 27, 2009 [<http://seattle.bizjournals.com/seattle/stories/2009/03/02/editorial4.html>]

Announcements

- Next Meeting Date and Time: Wednesday, June 3, 2009; 1 - 3 p.m., PSRC Board Room

Adjournment

The meeting adjourned at 2:55 p.m.