

**ELKO COUNTY ECONOMIC DIVERSIFICATION AUTHORITY
(ECEDA)**

Friday, November 16, 2007 at 9:00 a.m.
Great Basin College, 1500 College Avenue
Berg Hall Conference Room

PRESENT:

Greg Brorby	Angela Hansen
Charlie Myers	Elaine Barkdull-Spencer
Cal Stark	Lisa Hofheins
Be-Be Adams – by phone	Norlene Wilson
Rhonda Zuraff	Helen Hornbarger
Phyllis Peterson	Kevin Ancell
Mike Hachquet	Lisa Hoffman
Kerry Aguirre	

REPRESENTATIVES ABSENT: City of Elko, Great Basin College, City of Carlin, Great Basin Bank, Red Lion Inn & Casino & City of W. Wendover

GUEST ATTENDEES: LaVon Thomsen - Elko Area Chamber of Commerce, Zack Woodberry - Wells Progress

- A. CALL TO ORDER:** ECEDA Chairman, Greg Brorby opened the meeting
- B. ROLL CALL:** Each Board Members and Guests introduced themselves. Helen Hornbarger formally introduced Kevin Ancell as her replacement.
- C. PUBLIC COMMENT PERIOD:** No public comments were made.
- D. CORRESPONDENCE AND ANNOUNCEMENTS:** Executive Director Elaine Barkdull Spencer provided newspaper articles from the Elko Daily Free Press relating to ECEDA and the ads that were placed in various publications for the Gold Rush.
- E. APPROVAL OF THE OCTOBER 19, 2007 REGULAR MEETING MINUTES:** The regular monthly ECEDA Board Meeting was held on Friday, October 19, 2007 in Elko at Great Basin College.

Action Item: Charlie Myers motioned the minutes, Angela Hansen second the motion. The attending Board Members approved the minute's unanimously with Helen Hornbarger up staning.

- F. APPROVAL OF WARRANTS FOR OCTOBER 2007:** Operations Coordinator Lisa Hofheins reviewed the October expenditures and budget figures. Lisa explained the new computer for the office and the need for one, also explained how the Gold Rush budget has been separated. Elaine added to the explanation of the computer.

Action Item: Kerry Aguirre motioned the warrants, Phyllis Peterson second the motion. The attending Board Members approved the warrants unanimously.

- G. EXECUTIVE COMMITTEE REPORT:** Chairman Greg Brorby told the board that there wasn't a quorum at the Executive Committee meeting, so there was no action taken. Greg explained that they discussed the administrative assistant position. The 2-year Strategic Plan was discussed. The attending Committee Members recommended ECEDA Board come up with 3-5 focus areas for ECEDA. The government representatives are responsible for getting the input of their communities.

- H. MEMBERSHIP:** Elaine Barkdull Spencer explained the application for Ablah Enterprises, Inc. at an Executive level needed approval of membership.

Action Item: Charlie Myers motioned to approve Ablah Enterprises, Inc. application for Executive Level Membership, Angela Hansen seconded the motion.

I. UPDATES:

- 1) **NNRR PROJECT:** Charlie Myers reported that there is a scheduled meeting Monday. Charlie explained that the appraisals anticipated finish was last week, but should be within the next couple weeks. Pacific Steel and Recycling needs to do an in depth traffic study on the access road that is NDOT required. County will try for a waiver from the NDOT. NDOT engineering may do the study.
- 2) **LEADS:** Executive Director Elaine Barkdull Spencer reviewed the shorthand leads list from October 18, 2007 – November 15, 2007. Elaine explained in November some interesting things are happening. A fuel farm at the Railport, a drilling company, that is looking at the Carlin or the Railport, a lot of retail interest in Elko. Elaine explained that Union Pacific and contractors have called ECEDA needing assistance looking for workforce.

J. COMMITTEE REPORTS

- 1) **BUSINESS RETENTION AND EXPANSION PROGRAM:** Norlene Wilson explained the new focus is directly on existing businesses that are looking to expand and could have obstacles. Still working on planning round tables every other month that the ECEDA's BR&E team will host that invited guests can discuss such obstacles and solicit suggestions from subject experts. Interested board members are invited to attend.

- 2) **ELKO COUNTY ECONOMIC ISSUES COMMITTEE:** Executive Director, Elaine Barkdull Spencer reported that the Economic Issues Committee is now Workforce Development Committee and the next meeting will be November 30th. Tom Fitzgerald with Nevada Works is the guest speaker. Elaine showed the flyer to the Board Members and explained that Tom Fitzgerald will be bringing information on the "Workforce Tool Box" that they developed in Reno area. This is to help the Workforce Committee understand what other areas are doing for workforce development

- 3) **THE NEW ECONOMIC GOLD RUSH MARKETING CAMPAIGN:** Elaine Barkdull Spencer reported on the Gold Rush marketing campaign and explained the example from the dinner. ECEDA is headed to tradeshows starting as early as February to recruit workforce. The New Economic Gold Rush billboards are up in Elko. It was explained to the Board that the Gateway has committed to a Gold Sponsor. Elaine urged the Board Members to either become a Gold Sponsor and/or promote the sponsorship. Rhonda Zuraff urged the Board to promote the sponsorships as well. ECEDA needs to raise \$22,000 more.

K. BOARD MEMBER REPORTS

Each board member and attendees gave a brief presentation on their business activities.

Stewart Title: Angela Hansen reported that their Christmas Party is November 30th at the Nevada Dinner House and the Board is invited, otherwise, just staying busy.

Elko County: Charlie Myers reported that the commissioners have been real busy working on finishing the planes for the new building. They increased the gas tax 2.5¢. Charlie explained that they have three projects at this time, the Railport, the new building and the Elko County Clinic. The January meeting a new Chair will be elected.

Elko Daily Free Press: Rhonda Zuraff explained that they are very active in workforce recruiting at this time. The paper is looking into electronic paper which is different from web page and it will be available by subscription.

City of Wells: Cal Stark reports that the new Love's is coming along, finished date should be April 1st, 2008. The Car Wash should be open real soon, Cal explained. Spirit Minerals needs one more permit to get started. The housing is coming on very well, Cal explained.

Frontier Communications: Helen Hornberger introduced Kevin Ancell, who is the new at the Elko Frontier Communications and he will be taking her place on the board. Helen explained that Frontier has been busy with the new Roll-Out of DSL in Tonopah and the new infill structure upgrade for faster DSL here. The Board welcomed Kevin.

First American Title: Phyllis Peterson just commented that things are just moving along.

Northeastern Nevada Regional Hospital: Kerry Aguirre told the board that there have been a lot going on at the hospital. The supervisory nurses have implemented a mentoring program for the new nurses. The more experienced nurses are taking the time to help out the new nurses; it's been a great program so far and real good training for them.

Newmont Gold: Lisa Hoffman told the board that Newmon just completed their annual United Way Campaign and they are at 67% participation from the employee's.

Barrick Goldstrike Mines: Be-Be Adams reported that all is well and that Barrick's Solar Farm is going well.

Sierra Pacific Power: Greg Brorby explained to the board that they are busy with the growth here in Elko and that they have many projects going at this time.

Elko Area Chamber of Commerce: LaVon Thomsen reported to the board that everything is going very well getting ready for the holidays. She reminded the board about the Chamber Checks urged them to use those for their gifts for their employees. Lavon also explained that the Gift Shop now has local artiest items in it. December 20th, 2007, is the Business After Hours, hosted by the Chambers Board and ECEDA Board members are urged to attend. LaVon also noted that the Balloon Festival for next year is still on the calendar.

M. SCHEDULE NEXT MEETING:

ECEDA's regular Board of Directors will be held on December 21, 2007.

N. ADJOURN

Respectfully submitted:

Lisa Hofheins, ECEDA Operations Coordinator