

MEETING MINUTES

CRVEDP Quarterly Meeting- Q3

Date: July 30, 2024

Time: 10 AM

Location: Garfield County Building- Rifle and Zoom

Facilitator: Chair- Carolyn Tucker, Colorado Workforce

Attending:

Board Members:

Chair-Carolyn Tucker- Colorado Workforce Center

Vice Chair- Vinnie Tomasulo- Town of Parachute

Dave Reynolds- Town of New Castle

Michael Langhorne- Rifle Regional Economic Development Corporation

Tinker Duclou- Colorado Mountain College

Paige Haderlie- Property Professionals

Zoom- Cole Buerger- Town of Silt

Tiffany Pehl- AGNC

Additional Attendees:

Mistalynn Meyeranne- AGNC

Jamie LaRue- Garfield County Libraries

Jim Mann- Town of Silt

Zoom- Evan Zislis- Hurst Initiative

Gail Swartz- Habitat for Humanity

Zoom-Jeff Engell- CSU Extension

Zoom- Larry Stewart- Alpine Bank

Patrick Morrissy- Mountain Voices Project

Zoom- Jeff Moffett

Glenn Hartmann- Garfield County

Alicia Gresley- Director, CRVEDP

Kari Slappey- Rifle CoWork

Erika Germer- Colorado River BOCES

Cam Wyatt- Workbase Learning EPIC

Becky Wyatt- Colorado River BOCES

Scott Cooper- Colorado River BOCES

Meeting was called to order at 10:07 AM by Director Alicia Gresley

Alicia announced that Pat Waller has assigned Carolyn Tucker his proxy for today's meeting

Agenda:

- **Welcome and overview**

Alicia Gresley introduced herself and Chair Carolyn Tucker. Introductions of attendees around the room were made.

- **Approve Minutes**

- Michael Langhorne made a motion to accept the minutes from April 30, 2024 as presented
- Vinnie Tomasulo second the motion
- Vote was called and the motion carried

- **Review Q2 Financials and Current 2024 Budget**

Statement of Revenue and Expenses through June 2024

Membership Dues- \$350 EDCC Membership

Contract Services- \$22, 090.90 Alicia Gresley's contract

Contract Services- \$1300 Strategic planning facilitation- will be reimbursed through RTAP grant

Facilities, Equipment, Rent, Parking, Utilities (**Credit Card Charges**)- \$117.71

CRVEDP Credit card has a \$1000 limit. RREDC, as the fiscal sponsor, is the holder of the account. The card is in the EDP name and it shows as separate line item on the statement. Receipts are provided for the charges and an invoice is submitted to Alicia for the charges that is then taken to the finance committee for approval. Once approved, a check for reimbursement from the CRVEDP is written to the RREDC.

Marketing and Advertising- \$21.00 Business cards

Travel and Conferences- \$2025- Building Better Places workshop (\$1200)

\$825 (3) tickets to EDCC Conference in Beaver Creek- on October 13-16. Alicia will be attending as well as any 2 additional attendees from Partnership.

Budget-

Expenses

Grant Writing- may not spend money in this category due to collaboration with Mistalynn with AGNC

Insurance was recommended by Kim with the EDCC but not sure CRVEDP will become its own 501 in 2024 so that is a 2025 expense.

Marketing- Have not had a need to spend on marketing at this point

Phone- current monthly expense of \$39.07

Expenses seem high but includes \$30,000 for grant matching

Michael Langhorne asked about contract services. Alicia presented the line on excel with the approved budget from January and the actual spent to this point.

Income

There is cash in the bank which is the difference in the financial statement as it does not include the cash

Investments include CHFA money

Grants- nothing has been added yet as only beginning to get RTAP money

Alicia asked for any questions on the Financials and Budget

Motion to approve Financials and Budget- Jamie LaRue

Seconded- Michael Langhorne

Motion Carries

Grant Opportunities

Not building programs around grants rather looking for programs that fit with our programs which is a little difficult right now as there are no structured projects

- **Colorado Energy Office**

- EECBG Grant Program for Local Government Staff Capacity and Regional Collaboration Support**

- Funds were given to Colorado from the Federal Energy Office

- Focus is on alternative energy and reduction of greenhouse gases

- \$80,000 over three years- no matching, capacity building

Data collection and asset mapping is a focus of the EDP. How do we

diversify the economy to fill the gaps that will be left by the

departure of oil and gas. Data collection will give western Garfield

County a better understanding of what is here and what is needed. Potential

collaboration with Dr. Nathan Perry for data collection.

Grant proposal point- "Better Jobs Closer to Home" means less people

on the road which means less greenhouse gasses.

Carolyn Tucker commented that we all know what we have but need hard data to show how many jobs we have, in what industries, what is the viability of those jobs in one, five and ten year increments and who or what is

growing. How can we leverage what other larger communities are doing? There are a lot of things happening on the Front Range and at the state level that we need to keep our finger on the pulse.

Jeff Moffatt says that part of the proposal isn't just about collecting the data because the data by itself doesn't have as much value as it does after it is interpreted and translated into information. Once data is collected, we propose building a model of the Western Garfield County economy which will then allow for scenario planning. An example would be the Northfork Ambulance District. They were a membership organization and were dependent on voluntary pledges as a good portion of their revenue. Changing demographics and changing Medicare finance they were basically

going out of business. We put together a financial model of the organization looking at different strategies going forward. Board members had differing opinions with model options. An initial value of the model was to unify the Board on the best scenario for the community. There is a lot to be gained from the modeling exercise and scenario planning to help refine and ultimately monitor progress.

Alicia asked if there were any questions for Jeff-

Gayle Schwartz- Information to share on collaboration in our region.

NBC story about our area being the most constrained housing market in the nation.

Habitat for Humanity will be building net-zero homes, creating 64 jobs and training 100 students in collaboration with CMC

Alicia noted that this grant weighs heavily on partnerships and collaborations.

Jim Mann-questioned what is the ask for the grant.

Alicia responded the full \$80,000 for three years.

Jim Mann- asked if we have set what we want to accomplish in three years.

Alicia responded that it will be used data project and for providing full and part time staffing employed by the EDP.

Year one will have funding going to the data project.

Following that would be the hiring of a full time employee and by year three the funds would be used for full and a part time staffing.

By 2027 have a full time director and a part time coordinator.

Jim Mann- Feels the jobs of those future employees and what they are to accomplish is an important piece of the grant.

Carolyn Tucker- posed a question to town managers and county-

Do you have your municipal inventory? Is it up to date and live?

Jim Mann- Silt does not have an adequate inventory assessed or identified and doesn't have the bodies to do the work.

Dave Reynolds- similar answer to Silt. Much of New Castle is already built out. Not much developable space available.

Vinny Tomasulo- Actively giving very limited list out because people are asking regularly. We don't have a lot of supply.

Gayle Schwartz- also look at public land that might be owned by the town or school district, etc.

Paige Haderlie- indicated that Rifle has already identified a three tier system as in fill. She asked Jim if she understands correctly that Silt does not have that data.

Jim Mann responded that they have some of that data. They have a pretty good idea of what is developable and what is not.

Paige Haderlie- from the Fire Board perspective, looking for the location for the next capital improvement or where we place stations. Just a remainder that as development is discussed it would be a good idea to have the fire department's thoughts.

Mistalynn Meyeranne- There is a letter of commitment requirement. AGNC has the letter just needs to know what signing authorities are wanted on it.

Alicia Gresley commented that she felt that it would be beneficial for every member of the board to sign it because it shows the regional collaboration. If you are not comfortable signing that is ok. It will be sent out via DocuSign.

Jeff Moffatt- The inventory data would also allow for a proactive approach. Could identify potential highest and best uses. Would allow the target scope to be adjusted to fit the area. Could also identify areas where water could be affected. Will need a housing inventory to see if you need to work on housing concurrently to growing jobs and industry. Data collection will

help refine strategies.

Grant due August 9, 2024.

- . Clark Anderson with BBP reached out about a grant through the Denver Foundation. A new initiative about bridging division in rural communities. Those selected will receive \$15,000 to go through training.

After training, if selected, you are eligible to apply for grant which is upwards of \$250,000 each year over two years.

Focus- Bridging division

Caveat- What is grant's requirements and does it fit within our scope?

Tinker Duclo asked if the grant was just for training. Alicia Gresley commented that the first part is the required training if selected and the second is the grant application. Alicia Gresley felt it would be worth submitting a letter of interest.

Carolyn Tucker- proposes doing the letter of interest which is due July 31, 2024. It gives us a chance to explore it more.

Michael Langhorne, Jamie LaRue and Vinny Tomasulo are in agreement for the letter of interest.

Tinker Duclo- asked would it be Alicia Gresley attending the training if selected. Asked Alicia to find out who would be participating.

CRVEDP Strategic Plan

Carolyn Tucker- asked if everyone had the opportunity to read it. Are there any thoughts or questions?

Vinny Tomasulo- Likes the plan and that goes through 2026. Much will be learned in 2025. Great unified vision and values.

Alicia Gresley- Strategic Goals and Initiatives

GOAL 1- Support the growth and development of well-paying stable employment options in the region.

These come from Vision, Mission and Values

Initiative 1.1

Develop benchmarks for labor data including job sectors, wages, and labor participation rate and in and out migration specific to Western Garfield County

Initiative 1.2

- Host focus groups with regional stakeholders to understand challenges, needs and growth opportunities.
- Conduct one on one interviews with key private sector industry partners and regional stakeholders.

GOAL 2- Build regional brand and cultivate identity**Initiative 2.1**

Solidify organizational structure and funding model including by-laws, 501c status and staffing

Initiative 2.2

Build out foundations of crvedp.org website

Initiative 2.3

Represent CRVEDP at 3-5 strategic events per year

Initiative 2.4

Develop a communication calendar for CRVEDP

GOAL 3- Champion business friendly environment for both retention and attraction**Initiative 3.1**

Complete asset map for region and make available on website

Initiative 3.2

Serve as primary contact and comprehensive resource hub for business seeking to learn, grow and/or invest in the region

Initiative 3.3

- Represent the region's economic interest
- Work with local governments to create consistency and influence economic development policies that benefit the region

GOAL 4- Educate and inform region on economic prosperity**Initiative 4.1**

- Listen to community needs and promote collaboration
- Facilitate community events and forums to gather input and foster a sense of belonging
- Increase and promote community involvement in economic programs and initiative

Initiative 4.2

- Collect and disseminate economic data and trends to inform regional economic stakeholders
- Publish regular reports and updates on the region's economic health and development opportunities

Initiative 4.3

- Position CRVEDP as a trustworthy and reliable source of regional economic education

Carolyn Tucker asked what everyone thought of the initiatives.

Tinker Duclo- Plan look great

Alicia Gresley- Continuing to find our lane. Often asked the difference between the CRVEDP and the EDP and there is some crossover.

Michael Langhorne- One organization might say it doesn't know what the other is doing. This is where collaboration comes in and then it makes the crossover less negative.

Carolyn Tucker- Need to be careful not to step on the toes of other organizations and the work they are doing. The CRVEDP can help to amplify their messages and collaborate with these organizations.

Vinny Tomasulo- fortunate that many of the "toes" are represented at the CRVEDP table since many wear multiple hats.

Alicia Gresley- There are people missing from the conversation and one of the goals is to identify them and figure out how to get them involved.

Paige Haderlie- What's missing is who is responsible for accomplishing each initiative. Before we reach 2026 might need to come back around and make sure that each initiative has a responsible party associated with it. This will help with clarity when evaluations are done.

Michael Langhorne- Motion to adopt CRVEDP 2024 Strategic Plan

Jamie LaRue seconds the motion

Motion carries

Rural Jumpstart Zone

- Rural Jumpstart Zone is a benefit tax Initiative for new businesses in a county.
- Qualify by certain data related to your distress measurements.
- Western Garfield County has been in it for several years.
- Legislature just extended it for the next 5 years.
- Colorado Mountain College has been the educational institute but there hasn't been a sponsor for our area for the program.
- AGNC was approached about being the sponsor and they felt it would be a great opportunity for CRVEDP to be the sponsoring entity.
- Area is from Glenwood Springs to Parachute
- Tiffany Pehl- Capacity grant is important because there is no real data for Western Garfield County. Carbondale and Glenwood information skews the data for the county.

Qualifications

- New Startup
- Can't be in competition with anyone in surrounding zones
- Must export product outside of the zone
- Gives you tax incentives- no payment of Colorado income tax on business or employees for the first 4 years then can reapply for a total of 8 years.
- Must hire at least 5 employees over 4 years at or above county AAW
- Alicia Gresley- it fills one of our goals of being business friendly without any cost and allows for promotion of the CVREDP.
- Do not have to take on Glenwood that's CRVEDP's decision. Alicia Gresley believes by taking on Glenwood it shows CRVEDP's efforts to collaborate with neighboring communities.
- Can back out at any time.
- Alicia Gresley recommends being sponsor for region
Carolyn Tucker agrees. Being a part of the program that comes out of OEDIT will help create a closer relationship with OEDIT.
- Examples of Rural Jumpstart Businesses
Bar-U-Eat- Hayden, CO

Cead Farms Grain

Sasquatch Campers

-Paige Haderlie- If the CRVEDP is the sponsoring entity, will this result in a lot of work for Alicia Gresley?

Alicia Gresley- Minimal amount of work. The business would reach out to the sponsor. Alicia would chat with them and act as a filter. If deemed potentially eligible, Alicia would send them to the Rural Jumpstart Zone manager to do the work. Just wants to make sure it is not a distraction.

-Vinny Tomasulo- doesn't see it as any different if the Rural Jumpstart Program was not in place. An additional opportunity to get leads.

-Michael Langhorne- Becomes part of your bag of tools

-Alicia Gresley- Is there a motion to agree to sign up to be the Rural Jumpstart Zone sponsoring entity

Tinker Duclou made motion

Vinny Tomasulo seconded the motion

Motion carries

Website

Brand Identity Committee Created

Mistalynn Meyeranne- AGNC

Rochelle Firth- Town of New Castle

Mandy Dovey- Colorado Mountain College and Colorado River Valley Chamber

Carolyn Tucker- Colorado Workforce

Positions still available if interested in joining

Evan Zislis has organized and has been managing the website.

Initial proposal

Getting a professionally managed website as it is the face of the group and a landing spot

An RFP was sent out resulting in 3 responses.

-One of the proposals works in Square Space which doesn't allow for growth. Based on that criteria, that proposal was eliminated.

-Align Multimedia

-Independent World

Alicia Gresley's recommendation based on vision for future of website.

Align Multimedia- professionalism, presentation, great testimonials

Higher end side of the budget

\$500 per page- 15 pages- don't need right away

Could start at a 4-5 page website for \$3500 and build from there at \$500 per page

Brand development and logo design not need right now.

Don't feel full service monthly maintenance is need right now

Con- Align has a notable style

Basic Website- 4-5 pages,

Independent World- owner did work for align Multimedia

Outside of the box creativity

Willing to work within our budget

Startup business looking to gain more clients

Con- Consistent grammatical errors in presentation

Paige Haderlie- Will we own the website?

Alicia Gresley- Evan Zislis owns the domain name. CRVEDP will own the content. The content is transferable from one company to another. The new company would charge to build out the website.

Independent World hosts through Go Daddy

Align Multimedia- not sure

Evan Zislis indicated the domain name is sponsored by the Hurst Initiative

Jeff Moffatt strongly recommended against Go Daddy

Michael Langhorne- Will Align give a proposal to do what we need to get started.

Alicia Gresley recommended including the ADA compliance.

Vinny Tomasulo- works a lot with Align Multimedia. Let's get started on solid ground. Preference is Align Multimedia

Paige Haderlie- Feeling is reversed. Start with Align Multimedia and spend a lot of money and then want to change to a different company.

Dave Reynolds- Even though mistakes were found advantage would be

Independent World is more creative. Preferred more established company-

Align Multimedia.

Jamie LaRue- Agrees with Align Multimedia

Michal Langhorne- Agrees with Jamie LaRue

Michael Langhorne makes motion to accept Align Multimedia as CRVEDP website developer

Jamie LaRue seconded that motion

Motion carries

BOCES Presentation

Career Confluence Program

Erica Germer, Cam Wyatt, Becky Wyatt, Scott Cooper

Zoom Link to presentation-

https://us06web.zoom.us/rec/share/S0GdqGaelZyrV9yKwIk3VrnANY7thFsWglO5g8qIXjYFzwZK9w5M7VgsKB9ETfY.vKg-7xOaL8_Ed0O

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Director Updates

-Current Projects

website, grant applications, setting up committees and visiting municipalities with updates.

-Plan for Q3

-Media and EDP awareness

Editorials will be coming out

-AGNC and EDCC Summits

AGNC- August 14th- GRH- \$25 cost

EDCC Summit- October 13-16th- Beaver Creek- ticket still available

-RREDC/Cowork Business Event

Startup Colorado panel event

5:30-7:30- Ute Theater- Free

Alpine Bank Sponsored- Thank you!

Expanding participation from businesses and private industry

Adjourn: 12:41 pm