



**SOUTHWEST ALASKA MUNICIPAL CONFERENCE
BOARD MEETING**

April 17, 2014 at 9:30 am
Call-in information: 888.550.5602
Passcode: 2722 0305

AGENDA

- I. Call to Order** ----- **Ruby**
Meeting called at 9:40
- II. Roll Call** ----- **OBrien**
Layton Lockett, Paul Gronholdt, Alice Ruby, Dan Clarion, Carol Austerman, Cynthia Berns, Glen Gardner Jr; Quorum established. **Late:** Michelle Ravenmoon, Shirley Marquardt. **Guest:** Shelly Wade
- III. Approval of Agenda** ----- **Ruby**
Clarion moved to approve agenda, Lockett second. No objections
- IV. Consent Agenda** ----- **Ruby**
A. Post-Conference Board Minutes March 8, 2014
B. Pre-Conference Board Minutes March 4, 2014
Austerman moved to approve minutes, Gardner seconded. No objections.
- V. Governance Issues** ----- **OBrien**
A. CEDS Draft & CEDS Committee Meeting
- O'Brien stated that we have been moving forward with the CEDS document since December and didn't want to repeat anything Wade would say.
 - Wade stated that the board packets include the CEDS outline, which conceptualizes the key components of the document. The EDA is encouraging ARDORs and EDOs to streamline their CEDS development process, e.g. they no longer desire 100 page documents and would prefer a more concise presentation.
 - Components of the CEDS document include:
 - Executive Summary
 - Includes a pull out visual guide for easy presentation to partners.
 - SWAMC Vision/Mission Statement
 - 5 year direction, including priorities, goals, and objectives
 - Summary/background
 - Strengths, Weaknesses, Opportunities, Threats
 - Work Plan
 - Goals, strategies, action items
 - Wade stated that Agnew Beck has been in contact with the Alaska office to ensure they meet all the EDA requirements. The work plan and SWOT analysis comprise the heart of the document. An evaluation framework is also required. Two-three years into CEDS, these tools can be used to measure the progress towards goals. The SWOT analysis is an EDA requirement, but the challenge is to present it in a digestible format. Wade stated that Agnew Beck hopes to define each quadrant graphically to make it more accessible to the reader. SWOT analysis is based on the five core areas that were identified by the business council meeting and subsequent member meeting. They are: resources, energy, workforce development, infrastructure, and public-private partnerships. It will be the center of the CEDS document, followed by the detailed work plan. Focus will be on how to harness the strengths of the Southwest region towards development. The priorities of the

business council will be highlighted, especially workforce development. Agnew Beck is hoping to have a draft of the SWOT analysis by Friday. The challenge will be to include measurable and quantifiable objectives. A full draft of the CEDS should be ready by early May for board review, with a draft for the EDA by mid to late May.

- O'Brien said that while the draft is normally due in June, an extension is likely from EDA. He added that the CEDS document will be much shorter and accessible than it has been in the past, per EDA guidelines. Less data will be included in the document, it will be instead used to tell the story of the region.
- Ruby commented that she was surprised business council comments were used to set priorities. She feels that policy development and advocating should remain a priority in the CEDS. Additionally, she feels that fisheries issues should be a top priority, despite not being mentioned by the business council. The two issues are what SWAMC stands for, she said. Wade said both are priorities that will be focused on. The business council was just a starting point for identifying new strategies. They will ensure that neither policy advocacy nor fisheries will be well represented in the document, and both are included in the objectives.
- Ruby stated that she feels the board should remain as the guiding force for the CEDS, not the business council. O'Brien reiterated that the business council priorities were only priorities identified by the council and voted on by the membership, and that advocacy is still a major role. He also stated that the forthcoming work plan is very important in the process and hopes the board reviews it closely.
- Austerman thanked Shelly for the hard work put into the CEDS document so far.
- Marquardt said she was thankful for the hard work and was impressed by the buy in from stakeholders.
- Wade said that she connected with Shirley Kelly from EDA, who is a great resource.
- Cynthia asked if there will be a special work session prior to CEDS approval. O'Brien said the board is the CEDS committee per SWAMC bylaws, so, yes, the board will be able to comment on the document prior to release. Wade said there are no specific plans for a work session, but if there is an opportunity to have a work session, she looks forward to working with Erik to arrange something. Ruby said a teleconference would probably be best considering schedules and fishing season. O'Brien concurred that a teleconference would be best and is a great idea.

B. 2014 Conference Debrief

- O'Brien went over the conference recap. He noted that attendance was likely boosted by allowing attendees the flexibility to attend one day rather than the whole conference. Expenses were up, about \$6,000 of which can be explained by losing the Federal Bank of San Francisco. Profit was a little lower; \$35,000 was projected and the additional day, along with higher printing costs and the loss of the Federal Bank accounted for the difference. Board is encouraged to review all documents available to them regarding conference results.
- O'Brien said tickets to certain topics should be considered next year, rather than only for an entire day.
- Lockett said a conference committee should be organized to help out staff with conference planning next year. Ruby said it is something worth trying. O'Brien said he would like that. Ruby said August would be a good time to come back and consider this. O'Brien said September might be better. Austerman concurred that a conference committee is a good idea.

C. Bill Pay

- O'Brien said that the Wells Fargo bill pay system is much more cost effective than the current system, with the cost of less oversight. He said that policy language will need to be

developed. Gronholdt moved to direct staff to draft a policy on bill pay, Gardner seconded. No objections. Ruby would like to see something in writing from Foraker that this is an acceptable practice.

VI. Policy and Program Issues ----- Ruby

- A. Resolution Policy and Procedure
 - Ruby said a new policy for adopting resolutions needs to be written, as the old policy has been misplaced. Lockett says that the process needs to be spelled out in fine detail as to what is and isn't allowed. Gronholdt suggests the Alaska Municipal League policy as a starting point. Marquardt suggests getting feedback from the directors of other organizations and points out that general guideline are present in the bylaws. Ruby asks that staff post bylaws on the website. Ruby says that once something is put together by staff, a committee may be formed to review the policy. She noted that Joe Sullivan has offered to help.
- B. SWAMC Executive Director Search
- C. Executive Committee
 - Ruby would request the board appoint a few more people. She does not feel that three members are adequate. She said Joe Sullivan is willing to serve on the executive committee. Marquardt concurred that adding more members is a good idea and expressed her willingness to serve. Lockett moved to appoint Marquardt and Sullivan to the executive committee, seconded by Gardner. No objections.

VII. Financial Report ----- OBrien

- A. March 2014 Financial Statements
 - SWAMC is flush with cash and continues to run a surplus.
 - ARDOR Program Reinstated \$64,508
 - SWAMC is heavily reliant on public funds that may dry up. A priority should be made to reach out to the private sector for future revenue streams and partnership.
 - EDA grant is good through the fiscal year.
 - Lockett asked if tracking and outreach is performed on why former contributors do not contribute anymore. O'Brien said they do track and reach out. Ruby suggested writing off former donors, rather than keeping them as a receivable on the books.
 - Gardner moved to approve March financial report. Austerman seconded.

VIII. Staff Report ----- Staff

- A. SWAMC Value Report, NMFS Partnership Opportunity
 - O'Brien said that investment into a NMFS partnership would be a good use of cash surplus.
- B. Board Insurance
 - Confirmation of board insurance has been submitted. Meant to supplant any concerns the board may have about being liable due to a negligent staff. O'Brien will look into directors and officers insurance as well.
- C. VISTA – Grants
 - VISTA has been busy applying for two grants. One of which, the Alaska Youth First grant, still may be funded.
- D. Intern – Data Collection, Office Assistance
 - Intern has been busy collecting data for the CEDS document and assisting with office tasks.

IX. Board Comments / Other Business

- Gronholdt concern about the Tustamena replacement that we are living in the past with the elevator system. Further discussion is needed; he said his borough will discuss this topic next month. Ruby asked that he bring a copy of the discussion to the next board meeting.
- O'Brien stated that the presence of staff in the office this summer is of utmost importance, and if the outcome of the forthcoming executive session gives the impression that a new director will not be hired prior to late May, a contingency plan should be put into place to have someone present.
- Ruby called for a motion to go into an executive session to discuss the executive director search. Austerman moved, Berns seconded.

X. Adjourn ----- **Ruby**

Next Board Meeting
May 15, 2014 @ 9:00am