

CITY OF PEORIA, ARIZONA
Development and Community Services Building
Point of View Conference Room
Thursday, May 10, 2018

A *Regular Meeting* of the *Economic Development Advisory Board* of the City of Peoria, Arizona, was convened by Neil Terry, Chairman, in open and public session at 9875 N. 85th Avenue, Peoria, AZ 85345 at 11:37 a.m.

Members Present: Neil Terry, Mark Hammons, Jeff Berggren, Mitchell Bolnick, Anoop Kumar, Vonda Culp

Members Absent: Michelle Lehman, Geoff Scott

Municipal Officials Present: Vanessa Hickman, Chief Legal Advisor; Katie Gregory, Deputy City Manager; Erik Strunk, Deputy City Manager; Briana Cortinas, Senior Policy Advisor to the Mayor; Anthony Alejandro, Assistant to the Mayor; Bridget Binsbacher, Councilmember; Dawn Prince, Assistant to the City Manager; Irene Charlez, Council Assistant; David Valenzuela, Acting Economic Development Director; Rick Buss, Executive Officer, Global Business Expansion; Kirsten Hall, Business Development Coordinator; Tim Eiden, Marketing and Communications Manager; Sheila Hunt, Economic Development Assistant; Karen Calivas, Operations Specialist

Others Present: Guy Erickson, President, Peoria Chamber of Commerce; Debra Roubik, VisionEcon; David Brnilovich, Jennings, Strauss & Salmon

CONSENT AGENDA

1C Disposition of Absence:

Excused absent members Geoff Scott and Michelle Lehman from the April 12, 2018 meeting.

2C Minutes:

Approved minutes from the April 12, 2018 meeting.

Motion was made by Mark Hammons, seconded by Jeff Berggren, to approve the Consent Agenda. Upon vote, the motion passed unanimously.

REGULAR AGENDA

3R. Election of Officers

Per the By-Laws, Election of Officers takes place annually at the May meeting. Motion was made by Mark Hammons, seconded by Mitchell Bolnick, for Neil Terry as Chairman and Jeff Berggren as Vice Chairman.

4R Workforce Development Initiative

Kirsten Hall, Business Development Coordinator, reported that the Economic Development Implementation Strategy II calls for the creation of a comprehensive regional workforce development implementation strategy.

The Sustainable Talent Pipeline Initiative report was completed in April, 2018. The purpose of the report was to demonstrate the importance and availability of a **proven**, skilled workforce. This regional initiative included West Valley Cities, Maricopa Association of Governments, Westmarc, and data coordination with GPEC and ASU. The Sustainable Talent Pipeline Initiative, with the leadership of WESTMARC, a West Valley regional hub (representing 15 communities, 1.6 million residents), is designed to:

- Align resources to enhance workforce and education infrastructure for current and future occupations.
- Guide a diverse workforce to choose career pathways relevant to target industries.
- Provide employer access to responsive customized training, employee recruitment, retention and resources.

Peoria took a leadership role in this initiative by getting it off the ground, keeping it on track and assumed the lead role in developing the implementation strategy. In developing this initiative, two tracks were pursued – data collection (what talent lives here now) and workforce development initiative (how do we develop the talent to attract our targeted industries).

The deliverables were identified as a SWOT Validation, Gap Analysis and the Sustainable Talent Pipeline Strategy.

The SWOT strengths included a 43% population growth in the next decade in the West Valley. Challenges include the lack of Class A office space and few companies in targeted industries. Opportunities were identified as motivated cities and existing relationships with companies and stakeholders.

The GAP analysis revealed the following:

- Advanced Business Services
 - Particularly strong (Loan officers, Claims adjusters, bill collectors, CSR)
- Advanced Manufacturing
 - Above average (systems software developers, machinists, electronic equipment assemblers)
- Aerospace and Aviation
 - Above average (Aircraft mechanics, Aerospace engineers and avionics techs)
- Health Services
 - Above average (Health techs, health care social workers, health information technicians)
- Information Technology
 - Strong (computer network support specialists, information security analysts, operations research analysts)
- Transportation and logistics
 - Strong (Managers, CSR, dispatchers)

Key occupations that are among the top 25 in three or more target sectors were identified as:

- General and Operations Managers (all)
- Applications Software Developers (Advanced Business Services, IT, Aviation and Aerospace)
- Systems Software Developers (Advanced Manufacturing, Aviation and Aerospace and IT)
- Sales Reps (Advanced Business Services, IT, Transportation and logistics)
- Shipping, receiving and traffic clerks (Advanced Manufacturing, IT, Transportation and logistics)

The implementation strategy time line was outlined:

2018 Strategies

- Address skills gaps through industry, education and workforce partnerships
- Convey consistent regular and valued messages to employers
- Operate a collaborative business outreach program
- Build a key message platform

2019 Strategies

- Create career pathways for in-demand occupations
- Re-brand vocational education and CTE
- Conduct a resident commuter survey

2020-2023 Strategies

- Integrate soft skills in K-12 curriculum
- Support STEM education

The Sustainable Talent Pipeline Strategy is valuable to Peoria. The Strategy will assist Peoria in business attraction projects and business expansion. The Strategy also provides Peoria a role in strategy steering committees and employer panels.

Unfinished Business:

None

Updates from Staff:

Mr. Valenzuela reported that two members of Economic Development Services received awards this week.

Kirsten Hall, Business Development Coordinator, received the Chairman's Recognition Award at the Westmarc Economic Development Summit for her role in creating the regional west valley workforce development implementation strategy. This regional workforce strategy was an important goal for EDS as it is included in our council approved EDIS II. The City of Peoria will continue to be involved in the execution of the strategy to strengthen and grow our workforce in order to create job growth and attract our targeted industries.

Amber Costa, Economic Development Agreement Coordinator, recently attended the Government Finance Officers Association (GFOA) in St Louis to accept the Excellence in Financial Management award. The City of Peoria being one of the 10 winners, was awarded for the "Exceptionally Well Implemented Best Practices" category for Economic Development Services' Development Agreement Monitoring.

Economic Development Advisory Board Updates and Report of Current Events:

The Stadium Point @P83 video was shown.

With term expirations on June 30, 2018, Neil Terry thanked Mark Hammons, Vonda Culp and Geoff Scott for their service on the Economic Development Advisory Board.

Neil Terry announced that his firm, Orcutt Winslow, has been chosen for a sizeable project in Peoria.

None

ADJOURNMENT:

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 12:54.

Neil Terry, Chair

Submitted by: _____
Karen Calivas, Operations Specialist