



CenterFuse
Ellensburg Business Development Authority
BOARD OF DIRECTORS MEETING MINUTES

Regular meeting held synchronously in-person and virtually
Wednesday, February 14, 2024
4:00-5:30 PM

Members in Attendance: Garrett Poshusta, Chair; Dawn Alford, Vice-Chair; Grant Clark, Treasurer; John Perrie, Board Member; Bob Rapp, Board Member; Jennifer Lubanski, Board Member; James Jankowski, Board Member; and Jared Vallejo, Board Member.

Absent: Del Bankston, Secretary

Others present: Kelle Vandenberg, City of Ellensburg; Kristine Miller, Executive Director

1. Meeting Called to Order

The Chair called the meeting to order at 4:03 PM

2. Approval of Agenda

Motion to approve the agenda made by James Jankowski, second by Dawn Alford. Motion approved by unanimous vote.

3. Approval of Minutes

Motion to approve the January 10, 2023 regular meeting minutes by Grant Clark, second by James Jankowski. Motion approved by unanimous vote.

4. Public Comment

None.

Board Business

5. Organizational Advancement

Grant Clark, Treasurer, presented the financial reports. Motion to approve the January 2024 voucher in the amount of \$25,564.66 by Grant Clark, second by John Perrie. Motion approved by unanimous vote.

Vice-Chair Dawn Alford asked for clarification on ACH vs check numbers. Executive Miller provided this information. The board discussed expenses for January as well as late tenant payments. Executive Director Miller noted that Executive Director Onboarding is complete, and consultant Reich will be solely focused on grant writing now so consultant expenses will decrease.

Executive Director Miller updated the board on monthly metrics. James Jankowski noted that Executive Director Miller should consider updating the metrics reporting structure as needed to maximize her time and to focus on what she feels is key to report to the board.



The board discussed potential KPIs and metrics to consider. Executive Director Miller reviewed city data for Q2 2023, noting strong median income in Ellensburg, Moses, Lake and Quincy and that median income was up across all cities.

Executive Director Miller reviewed the marketing and digital analytics report with the board. Executive Director Miller noted the rough draft of the marketing plan had been presented to, and discussed with, Manastash Media. Executive Director Miller mentioned the importance of reaching site selectors and potential businesses and LinkedIn would be leveraged to do this. Executive Director Miller also discussed some of the promotion mix ideas generated from the marketing report.

The board discussed paring down some of the information and level of detail presented during board meetings as much of the info is in the board packet and can be read ahead of time. This would allow for more discussion as opposed to reporting.

Executive Director Miller mentioned meeting procedures and asked the board to consider allowing for a short break between study presentations and board business to ensure time to thank attendees, etc. 10 minutes was agreed to be sufficient.

Executive Director Miller noted continued efforts to improve organizational efficiency such as automatic billing of tenants, QuickBooks and bank account pairing, and working with task force to identify redundancies and duplicated efforts/resources in the local economic development space.

CenterFuse typically presents to the Ellensburg City Council in March, Executive Director Miller noted this presentation is on hold pending task force outcomes.

Executive Director Miller noted Bowers Field building units #1 & #2 leases are prepared, board discussed a tenant request, unit #2 move out/in timing was discussed.

A brief IEDC Leadership Summit review was given with Executive Director Miller sharing that the summit went very well. She attended many events, networking opportunities, and workshops. The event was productive and beneficial as much was learned and important contacts were made.

6. **Build Local Capacity**

Executive Director Miller updated the board on the KEEN Winter Fair. The fair went very well and the CenterFuse table was a hit with old and young alike. The table featured wildflower seed bombs, a train set, and a fishing game. Write up in Yakima paper and social media posts on CenterFuse sites about the event.

President Poshusta provided an update to the board on meetings with the task force team members and the options being considered. Key considerations for the various options were discussed by the board.

Executive Director Miller noted the importance of working toward close collaboration with partners and stakeholders and prioritizing relationships. The board discussed balancing organization effectiveness/achieving outcomes with collaboration with others.

Executive Director Miller shared that she is working with Ms. Panattoni from the CTE program at EHS. Executive Director Miller is now on the CTE business and marketing advisory board. Executive Director Miller interviewed students as part of their end of semester class requirements and met with Ms. Panattoni to discuss CTE, CenterFuse and ideas around increasing HS graduate skills and workforce development. Executive Director Miller is working with Jeanette at Impact Washington to put together a field trip for Kittias County high school leaders to visit East Valley High School in Spokane to learn more about the East Valley High School Manufacturing Training Center.

7. **Business Recruiting & Expansion**

Executive Director Miller shared that based on the review of the marketing plan and discussion with Manastash Media some key elements of promotional mix aimed at site selectors and key industry included:

- Conducting LinkedIn paid ads/posts as this digital space is most likely to be used by site selectors and business.
- Identifying site selector magazines and considering ads.
- Working to put together a site book for site selectors.
- Industry mixers/events for our 5 key industries.

Executive Director Miller updated the board on the USDA Rural Business Development grant. A grant application will be made to pursue phase two of the value-added wood products project.

Executive Director Miller updated the board on additional projects, noting that the Floodplains by Design Grant pre-application was not approved, progress is being made on the value-added wood products study with MFA, next meeting board may want to discuss ICAP.

Executive Director Miller shared that she is currently working with two prospective businesses.

Executive Director Miller conveyed that she is continuing to work with Impact WA and that CenterFuse and Impact WA will be hosting a Lean 101 class for local manufacturers on April 23 at the Foundry in Ellensburg. 50% of the class costs to manufacturers will be covered by an Impact WA grant. On April 24th Impact WA will conduct manufacturer site visits with CenterFuse.

8. **For the good of the order**

None.

9. **Adjournment** – time 5:36 pm Motion to adjourn by Garrett Poshusta.

Drafted: 2/16/2024

Approved: *Garrett Poshusta*

Submitted by: Kristine Miller