

Economic Development Commission Notes
September 27, 2024
1011 North Coronado Drive (City Hall)
City Manager's Conf Room (1st floor)
9:00AM

The Mission Statement: The Economic Development Commission works to enhance and enable the City's economic development efforts through public input and partnership to maximize opportunities identified from a diverse group of stakeholders.

The Commission will provide an opportunity for citizen participation and public input that allows interested parties to bring opportunities from their sector and work together to maximize those objectives in support of a vibrant and diverse economy.

Working together as business owners/chief executive officers/leaders with business/organizations located within the city from representative sectors such as defense, retail, medical, hospitality, nonprofits, and professional services in partnership with education and workforce leaders on opportunities to enhance the economy of Sierra Vista directly or indirectly.

In attendance from the City of Sierra Vista was Economic Development Analyst/Ombudsman Dianna Cameron. Commission members in attendance included Dr. Gary Packard, Marvin Kouza, Hannah Rainey, Wallace Ricks, Michelle Hagele, and ex-officio members Dan Valle and Melany Edwards-Barton

1. Review Past meeting notes
2. Council Member Updates
3. Staff Report

Economic Development Dept reported on the continued progress with the Spaceport Feasibility Study in relation to Launch on Demand. Woman's Business Conference 10/15. Sakura owner to be a speaker at the conference. Hannah Rainey to present Woman Owned business Recognition Award on 10/10. Wallace Ricks to present Veteran Owned Business Recognition Award on 10/24.

4. Routine Tasks
 - a. Confirm and provide SWOT analysis consensus

Strengths were provided as growing medical system, Education and educational partnerships, Military retired community, Veterans related to our community culture. A strong infrastructure to sustain growth. The Commissioners discussed the following negatives as the perception of Sierra

Vista, limited retail shopping, with no attractions. Updated SWOT will be emailed to Commissioner's and added with notes when updated.

- b. Plan for Prosperity discussion based of goals and objectives

The 2018 Plan for Prosperity listed six objectives, and the commission discussed the need for only five objectives. 1) Maximize the economic impact of the Sierra Vista Municipal Airport. 2) Develop opportunities with Mexico. 3) Improve opportunity for entrepreneurship and business engagement. 4) Focus on Sierra Vista as a hub for sports and regional tourism. 5) Increase awareness of Sierra Vista. The commission also wanted another meeting to include Lauren Healy from Sierra Vista Tourism and Blake Eager from Sierra Vista Sports division to ask questions.

- 5. Ad hoc tasks

No new information

- 6. Commission Initiatives

No new information

- 7. Sector Updates

Marvin Kouza updated on the Hospitality business and that it has been busy. Manny's Mercado while there have been struggles it is going well.

Dan Valle shared that 5th annual Native American Festival in Thatcher is happening 10/5.

Michelle Hagele has recently had two restaurant franchise inquiries, as well as several commercial building expansion discussions.

Melany Edwards- Barton mentioned the upcoming events for the SIRP, Golf Tournament, Parade, Santa Fly-in And Light up Sierra Vista.

Wallace Ricks- updated on Jacobs' Critical Mission Solutions (CMS) and Cyber & Intelligence (C&I) businesses is now Amentum. As the companies merged.

Hannah Rainey the hospital acute rehab is doing well, Physical Therapy is busy. Rainey Pain and Performance will be highlighted at Business @ Twilight 10/17 5-5pm.

Dr. Gary Packard will be stepping down from position on the Economic Development Commission after one more meeting, as he is not a full-time resident do to his position. Along with the updates on new U of A president starting on 10/1 and Provost search progress.

8. Updates/Comments from the Public

No new Information

9. Confirm Next Meeting/Adjourn

Virtual meeting Monday November 18, 2024, 11am - meeting to include Blake Eager Director at Southern Arizona Sports, Tourism & Film Authority and Lauren Healy from Tourism to answer question related to their departments.