



WESTMARC

BOARD RETREAT

August 20, 2010

Estrella Mountain Community College



WESTMARC

SETTING THE TONE

Art Othon, Chairman



WESTMARC

Mission Statement:

**“To Promote the West Valley and
Advocate on its Behalf”**

WESTMARC is the regional coalition among the leaders of business, government, & education, and community organizations in Western Maricopa County.



WESTMARC

Core Values

We are an organization that conducts business according to the highest professional and ethical standards, emphasizing excellence and providing superior service to our constituents. We strive to accomplish our goals by:



WESTMARC

What We Are:

- 15 communities in Western Maricopa County
- Established to act as a unified voice and focal point for the region in matters of public policy
- Coordinate and facilitate the influence of Western Maricopa County on public policy issues
- Provides a forum through its committees where members share viewpoints and reach consensus on major issues

WESTMARC History

- 1980's: 3 West Valley Advocacy Groups
 - West Valley Alliance
 - Southwest Valley Econ. Dev. Group
 - Northwest Valley Group – (Transportation)
- West Valley Alliance
 - Rio Salado Project
 - County Home Rule
 - Preservation of Paradise Pkwy
 - Reg. Public Transit Authority (RPTA)
 - Desert Sky (Cricket) Pavilion

WESTMARC History

- 1988: Morrison Inst. Study - Effectiveness of East Valley Partnership
- 1989: 3 Groups Merge
- 1991: Western Maricopa Coalition Incorporated (WESTMARC)
- 1993: Diane McCarthy hired as 1st Ex. Dir./President
- 2004: Jack Lunsford Named Pres./CEO

WESTMARC'S ACCOMPLISHMENTS

- Leadership West
 - WESTMARC West Valley Scholarship
- West Valley Recreation Corridor
- West-MEC
- Western Maricopa Enterprise Zone
- *Principles for the Future of ASU West*
- West Valley Workforce & Labor Market Study

WESTMARC'S ACCOMPLISHMENTS

- Regulatory Takings/Eminent Domain
 - Prop 207
- Transportation
 - Prop 400
 - Prop 104 – Municipal Bonding
 - TIME Initiative Co-founder
- Natural Gas Storage Tank Opposition - Luke AFB
- Education
 - “Principles for the Future of ASU West”
 - School Capital Finance Reform

WESTMARC'S LEADERSHIP ROLES

- Business Leaders Coalition
- Az Business Education Coalition (ABEC)
- Az Bioscience Roadmap Steering Comm.
- Metro Phx Partnership for Arts & Culture
- *Building a Better Arizona*
- Luke Air Force Base

■ **AND MORE!**

18th ANNUAL
BEST OF THE WEST
October 28, 2010



WESTMARC

**WELCOME TO
ESTRELLA MOUNTAIN
COMMUNITY COLLEGE**

Dr. Ernie Lara, President

GMFTZ, INC.

Greater Maricopa Foreign Trade Zone, Inc.
Serving the communities of Western and Northern Maricopa County



WESTMARC
leadership • advocacy • public policy



**FUTURE
ECONOMIC DEVELOPMENT
IN THE WEST VALLEY:
GREATER MARICOPA FOREIGN
TRADE ZONE**

Curtis Spencer, President
IMS Worldwide



WESTMARC

**BOARD MEMBER
INTRODUCTIONS**



BOARD ACTION ITEMS

- VI. Approval of Minutes – June 23, 2010**
- VII. Acceptance of 2009 Annual Audit**
- VIII. Nominating Committee Report**
- IX. Policy on School District Overrides**



WESTMARC

BREAK



WESTMARC

THE VALUE OF WESTMARC



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What IS the Value of WESTMARC?

- **EXPERTISE – individually/collectively**
- **DIVERSITY – Business, Govt., Education**
- **INCLUSIVENESS**
- **THOUGHTFUL & DELIBERATIVE**
- **INFORMATIONAL**
- **TIMELY**
- **LEADERSHIP**

What IS the Value of WESTMARC?

- Respected by:
 - Business Leaders
 - Elected Leaders
 - Selected Leaders
 - Press & Media
 - Members
 - Non-members

What IS the Value of WESTMARC?

- **Members are members because:**
 - **Public Policy Involvement**
 - **Timely Information**
 - **Networking**
 - **Sponsorship**
 - **Our Name on Their Resume'**
 - **MORE THAN ONE or ALL OF THE ABOVE!**

- **Proactively working with our coalition members to achieve our mission.**
- **Fostering cooperation among other stakeholder groups throughout the region.**
- **Valuing & cultivating diversity of thought and opinion, and at all times acting with respect toward coalition members & communities.**
- **Maintaining the highest standards of responsibility and stewardship.**
- **Acting true to our mission in word and deed.**

BOARD MEETING HIGHLIGHTS

- **Robert Mittelstaedt, Dean-**
"ASU Update: W.P Carey Business School"
- **Bob Bement , V.P. of Operations-**
"Palo Verde Nuclear Power Plant"
- **Terry Goddard, AZ Attorney General –**
"Issues Facing the West Valley"
- **Tom Betlach, Director, AHCCCS-**
"The Current State of AHCCCS & State Budget Impact"
- **Paul Townsley, President & Troy Day, Arizona American Water –** "Arizona American Water West Valley Wastewater"
- **Jeff Hatch-Miller, Director, "The Arizona Lottery–**
Issues Relative to The Arizona Lottery & the State"
- **Dr. Lattie Coor, Chairman/CEO, Center for the Future of Arizona-** "The Arizona We Want & Election 2010"
- **Ernie Calderón, President, Arizona Board of Regents -**
"Solutions for Higher Education: Proposal to Impact the System Architecture of the Future"

BOARD MEETING HIGHLIGHTS

- **Legislative Roundtable**
- **Greater Maricopa Foreign Trade Zone**
- **Proposition 100**
- **Member Recruitment/ Retention**





- Support for the State Budget
- Efforts to Protect State-Shared Revenues
- Prop 100
- Best of the West 2009
- Forum Series – Brewer, McCain, Crow
- Economic Development Symposium
- Golf Classic
- Formation of GMFTZ



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**SUMMARY OF
COMMITTEE**

KEY INITIATIVE PROCESS



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WESTMARC's 2009-10 Key Initiatives

- **Economic Development**
- **Education**
- **Healthcare**
- **Luke Air Force Base**
- **Transportation**
- **Water**



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2010-11 PROCESS

- **Committee Consideration**
 - Two meetings
 - Online
- **Review by Public Affairs, Executive Comm.**
- **Board Consideration/Approval**
- **Committees Identify Tasks**
- **Report Back to Executive Comm./Board**
- **Staff Accountability Measures for 2010-11**



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WESTMARC Image Survey



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**MEMBER
NETWORKING
LUNCH**



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**KEY INITIATIVE
PRESENTATIONS**
Committee Co-Chairs

COMMITTEES

- **Diverse Memberships**
 - **Private Sector – Large/Small Businesses**
 - **Public Sector – Elected/Selected Officials**
 - **Non-profit – Agencies/Affected Groups**
- **Expertise**
- **Informed and Informative**
- **Evaluative & Thorough**
- **Not Rubber-Stamps!**



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ECONOMIC DEVELOPMENT

Russ Ullinger/Harry Paxton, Co-Chairs

Committee Members Represent:

- Commercial Brokers
- Construction
- Consultants
- Economic Development Professionals
- Educators
- Elected Official
- Insurance
- Lawyer
- Media
- Medical
- Non Profit
- Small Business
- Utilities

Presentations & Discussions

- **Economic Development Symposium**
 - Wayne Stutzer, Economic Perspective
 - Curtis Spencer, Foreign Trade Zone
 - Candace Wiest, Financial Update
 - Brock Barnhart, Transportation Update
- **Enterprise Zone – Joint Meeting with WMEZ**
- **HB 2250 – Joint Meeting with Public Affairs**
- **Workforce Labor Market Study Website Refresher**
- **W.P. Carey School of Business at ASU's West Campus- Beth Walker & Kay Faris**
- **Foreign Trade Zones – Curtis Spencer**
- **Committee Goals & Initiatives Statement Update**



Economic Development Initiative

WESTMARC promotes and advocates for policies that ensure an economically vibrant and viable environment for West Valley residents that will allow us to grow our economy and provide for high-wage opportunities.



2010-2011 Activities that Support the Initiative:

- WESTMARC supports the establishment and expansion of the Greater Maricopa Foreign Trade Zone, Inc. (GMFTZ) and will use its community stature and its role as the foreign trade zone grantee to promote GMFTZ as an economic development business recruitment and retention tool.
- WESTMARC through its leadership and collaboration with other private and public economic development interests will examine and advocate for ways to improve enterprise zones in the state that make them better economic development tools for our municipalities, communities, and private sector partners.
- WESTMARC will provide members and our communities with current information on the state of the economy through its Annual Meeting and Economic Forecast Breakfast and through promotional opportunities using all forms of media including print, broadcast, electronic, and social media.

2010-2011 Activities that Support the Initiative:

- WESTMARC will promote economic development opportunity through its Annual Economic Development Symposium.
- WESTMARC will promote collaboration between the economic development committee and the transportation committee through joint meetings, presentations, and sharing agendas.
- WESTMARC will work with member communities and the media to collectively promote the greater economic development advantages of the west valley.



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EDUCATION

Herman Orcutt/Robin Berry, Co-Chairs

Committee Members Represent:

- Architects
- Construction
- Educators
- Engineers
- Health Care
- Public Officials
- School Board Members
- Small Business
- Superintendents
- Utilities

Presentations/Discussions

- **W.P. Carey School of Business at ASU's West Campus- Beth Walker & Kay Faris**
- **Tough Choices or Tough Times- Sybil Frances**
- **Leadership West Scholarship Program**
- **Common Core State Standards- Cheryl Lebo**
- **Policy on School District Override Endorsements (SUPPORT)**
- **Presentation: ABEC Update School Finance Reform- Susan Carlson**
- **Race to the Top- Karla Phillips**

Presentations/Discussions

- **NAU North Campus Overview & Overview of NAU Business Program- Doug Small & Dr. Jim Latham**
- **Tour: NAU North Campus**
- **American Heart Association- Dana Jirauch**
- **Update on Budget Projections- Dianne Smith**
- **Legislative Updates**
 - **Conditional Budget Impact**
 - **Proposition 100**
 - **Reauthorization of NCLB**
 - **Race to the Top**
 - **“Move on When Ready” Bill**
 - **NSBA Conference**

Education Initiative

WESTMARC will actively promote P-20 education for the West Valley that leads to college and career readiness, that leads to a workforce that is prepared to meet the demand for higher skilled and higher wage jobs in the west valley, and that develops students into citizens who are well-rounded, creative, inspired, enlightened people who are prepared to provide leadership and improve the quality of life in the West Valley.

2010-2011 Activities that Support the Initiative:

- WESTMARC will consider the benefits of the *First Things First* Initiative and determine its position regarding the future of *First Things First*.
- WESTMARC will monitor, review, participate in, and as appropriate recommend and advocate for K-12 school finance reform efforts that improve teaching and learning for West Valley students.
- WESTMARC will monitor, review, participate in, and as appropriate recommend and advocate for K-12 school capital finance reform efforts that lead to the necessary and timely funding construction and maintenance of West Valley schools.

2010-2011 Activities that Support the Initiative:

- WESTMARC will consider a policy that will emanate from the Education Committee on the process for endorsing bond elections proposed by kindergarten thru postsecondary education entities.
- WESTMARC will monitor, review, participate in, and as appropriate recommend and advocate for efforts that recognize and address teacher quality/recruitment/retention/ issues West Valley schools.
- WESTMARC will monitor and review the activities of the Governor's P-20 Council and provide recommendations and participate as necessary to support West Valley students and school districts.

2010-2011 Activities that Support the Initiative:

- WESTMARC will monitor, review, participate in, and as appropriate recommend and advocate for new and emerging innovations in education which include efforts such as legislation entitled “Move On When Ready”.
- WESTMARC will monitor, review, and educate our communities on open enrollment, charter schools, and other school choice options.
- WESTMARC will monitor and review proposals for federal reauthorization of the Elementary and Secondary Education Act (formerly NCLB, now ESEA) and will provide input, support, or opposition as necessary.

2010-2011 Activities that Support the Initiative:

- WESTMARC will continue to advocate for the future of ASU at the West Campus in the best interest of the West Valley.
- WESTMARC will review, evaluate, and support efforts to provide additional public and private postsecondary education and career and technical training opportunities for all types of students in the West Valley, including workforce development, joint technical education districts, community colleges, and private and public colleges and universities.



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HEALTHCARE

Christine Clouse/Sharon Grambow, Co-Chairs

Committee Members Represent:

- Architects
- Developers
- Educators
- Engineers
- Insurance Brokers
- Healthcare Providers
- Hospital Administrators
- Long-Term Care Administrators
- Emergency Care Providers

Presentations & Discussions

- **National Healthcare Reform – Panel Discussion**
 - Perspectives from the Playing Field**
 - Bill Adams, Tom Dickson, Dr. Fitzgerald, Kathi Beranek
- **AHCCCS – Tom Betlach**
- **Committee Goals & Initiatives Statement Update**

- **Tours:**
 - Arrowhead Hospital
 - Gateway Community College – Allied Health

Healthcare Initiative:

WESTMARC promotes policies that ensure a healthy environment for West Valley residents and the availability of high-quality, accessible healthcare.



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2010-2011 Activities that Support the Initiative:

- WESTMARC supports the construction and expansion of an adequate number of hospitals, clinics and medical facilities in appropriate locations to meet the healthcare needs of an increasing West Valley population.
- WESTMARC will examine ways to align with Valley hospitals, healthcare professionals, allied healthcare providers, and educational institutions to raise awareness of the employment/practice opportunities in healthcare in the West Valley and encourage hospitals to develop residency programs. WESTMARC will encourage more people in the community to work in hospitals and other healthcare settings.
- WESTMARC will promote enhanced health of West Valley residents through social services and mental/behavioral health services.

2010-2011 Activities that Support the Initiative:

- WESTMARC will promote health and wellness through information and activities that support nutrition, physical activity, preventative care, healthy lifestyle choices, mental/behavioral health and character development.
- WESTMARC will support the development of healthcare programs and services that are aligned with Biotech research, encourage research and business development activities in the West Valley by organizations such as TGEN, the Banner Sun Health Research Institute and Midwestern University, and promote public education about the Biotech revolution.
- WESTMARC will support organizations developing a responsible Valley-wide central command process for regional preparedness that allows the various emergency constituents to communicate and respond accordingly in the event of a CBRNE (chemical, biological, radiological, nuclear, explosive) threat or disaster.



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TRANSPORTATION

Joe LaRue/Dave Moody, Co-chairs
(Michelle Lehman, Retired Chair)

Committee Members Represent:

- Chamber
- Construction
- Developers
- Education
- Engineers
- Health Care
- Insurance
- Public Officials
- Small Business
- Transportation
- Trucking
- Utilities
- Water

Presentations & Discussions

- **ADOT West Valley Projects- Tim Tait & Brock Barnhart**
- **T.I.M.E. Update**
- **MCDOT in the West Valley- John Hauskins**
- **I-11 Resolution** (SUPPORTED AT COMMITTEE LEVEL BUT NO ACTION TAKEN AT THE EXECUTIVE LEVEL)
- **State Budget: Transportation Fund Sweeps- Eric Anderson**
- **AZ PIRG's 21st Century Transportation Solutions: Key Principles- Jesse Victor** (ACTION ITEM BUT NO ACTION TAKEN)
- **Transit Resolution- Bryan Jungwirth**

Transportation Initiative:

WESTMARC will actively promote the timely development of a strong valley-wide transportation system that moves people efficiently and effectively throughout the valley, supports the smart growth of the West Valley, and makes a positive contribution to the quality of life for West Valley residents and businesses.

2010-2011 ACTIVITIES THAT SUPPORT THE INITIATIVE:

- WESTMARC will participate in discussions regarding any proposed future transportation initiatives and advocate for key West Valley projects at the Federal, State, Regional and Local levels. WESTMARC WILL maintain involvement with all of the organizations involved in the decision making process and assist in coordinating a unified West Valley response.
- WESTMARC will support and encourage the further development of Public-Private Partnerships (P3's) to provide alternative funding sources for regional transportation improvements. This may include encouraging legislation that allows for the creation of regional, county or local Community Facilities Districts or other quasi-governmental agencies with authority to issue bonds and facilitate transportation improvements.

2010-2011 ACTIVITIES THAT SUPPORT THE INITIATIVE:

- WESTMARC will research and advocate for additional alternative transportation funding sources such as Federal funds, state grants, private funding, user fees or any other opportunities to supplement but not supplant current funding sources. This could also include the coordination and support for interest acceleration IGA's between West Valley cities in order to accelerate specific critical projects under current Prop 400 formulas.
- WESTMARC will review the opportunity to change state statutes that requires State Legislature approval of countywide transportation initiatives for Maricopa County. This will be accomplished by researching current statutes and their history, generating consensus within WESTMARC membership for any proposed changes if indicated, and advocating for statute changes at the legislative level.

2010-2011 ACTIVITIES THAT SUPPORT THE INITIATIVE:

- WESTMARC will continue to support other regional transportation planning efforts including the Regional Transit Framework Study, the Freight Framework Study, and the Statewide Transportation Framework Study, and will advocate for the full funding of transportation projects included in Prop 400.
- WESTMARC will continue to advocate for the protection of the Highway User Revenue Fund (HURF) and insist that funding be allocated only for transportation purposes and not distributed to other uses within the State budget.
- WESTMARC will advocate for the establishment of a dedicated, permanent, statewide funding source for a multi-modal public transportation system. The funding sources shall not reduce municipalities' share of state shared revenues.



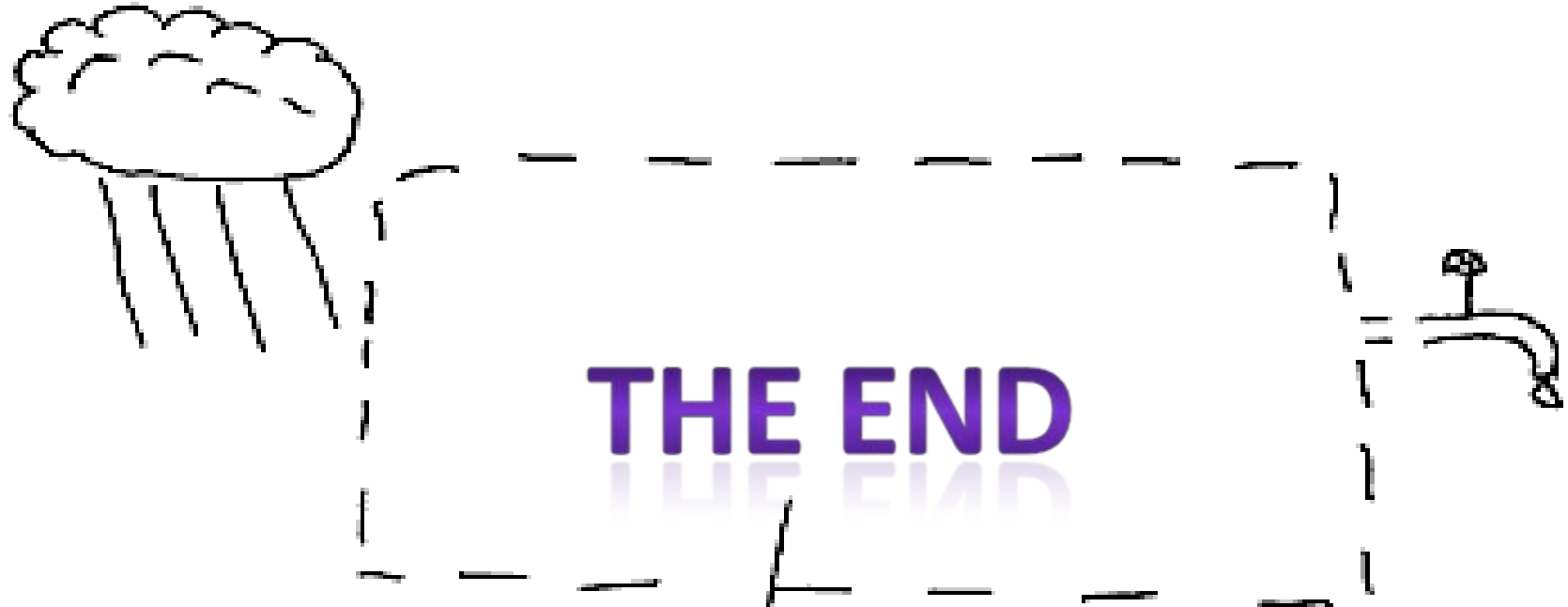
WESTMARC

WATER AND ENERGY

Robin Stinnett/Ron Fleming, Co-Chairs

Leo Commandeur, Retired Chair

HOW WE GET WATER IN OUR HOMES



I DON'T
HAVE ANY
INFORMATION
ON THIS BIT

Committee Members Represent:

- Construction
- Consultants
- Developers
- Engineers
- Municipal Providers
- Small Business
- Utilities

Presentations/Discussions

- **Central AZ Groundwater Replenishment District-
Cliff Neal, CAGRD**
- **Weather's Effect on Water Supplies –
Charlie Ester, SRP**
- **Public/Private Partnerships –
Gary Aller, ASU**

- **Tours:**
 - **Central Arizona Project (CAP, 23636 N 7th Street/Phx)**
 - **Salt River Project (SRP Plant, 1521 N. Project Dr/Tempe)**
 - **Avondale Wetlands and Recharge Facility**
 - **White Tanks Water Plant**

Water and Energy Initiative:

WESTMARC supports plans, policies and practices that promote reliable, sustainable water and energy supplies and water and energy efficient practices.

2010-2011 Activities that Support the Initiative:

- WESTMARC will provide opportunities for its members to understand current water and energy resources policies and practices through presentations, discussions and tours.
- WESTMARC will provide a forum for business people to interact with representatives from water and energy entities to promote a mutual understanding of the relationship between business and water resources and energy policy.
- WESTMARC will facilitate discussions and dissemination of information to help its members make decisions related to the development of sustainable water and energy supplies.
- WESTMARC will promote discussion and understanding of the water-energy nexus.
- WESTMARC will work to identify and discuss new policies, issues and activities that may affect its members.



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PUBLIC AFFAIRS

Shirley Gunther/Michael Stull, Co-Chairs
(Art Othon/Fred Waterman, Retired Co-Chairs)



Presentations/Discussions

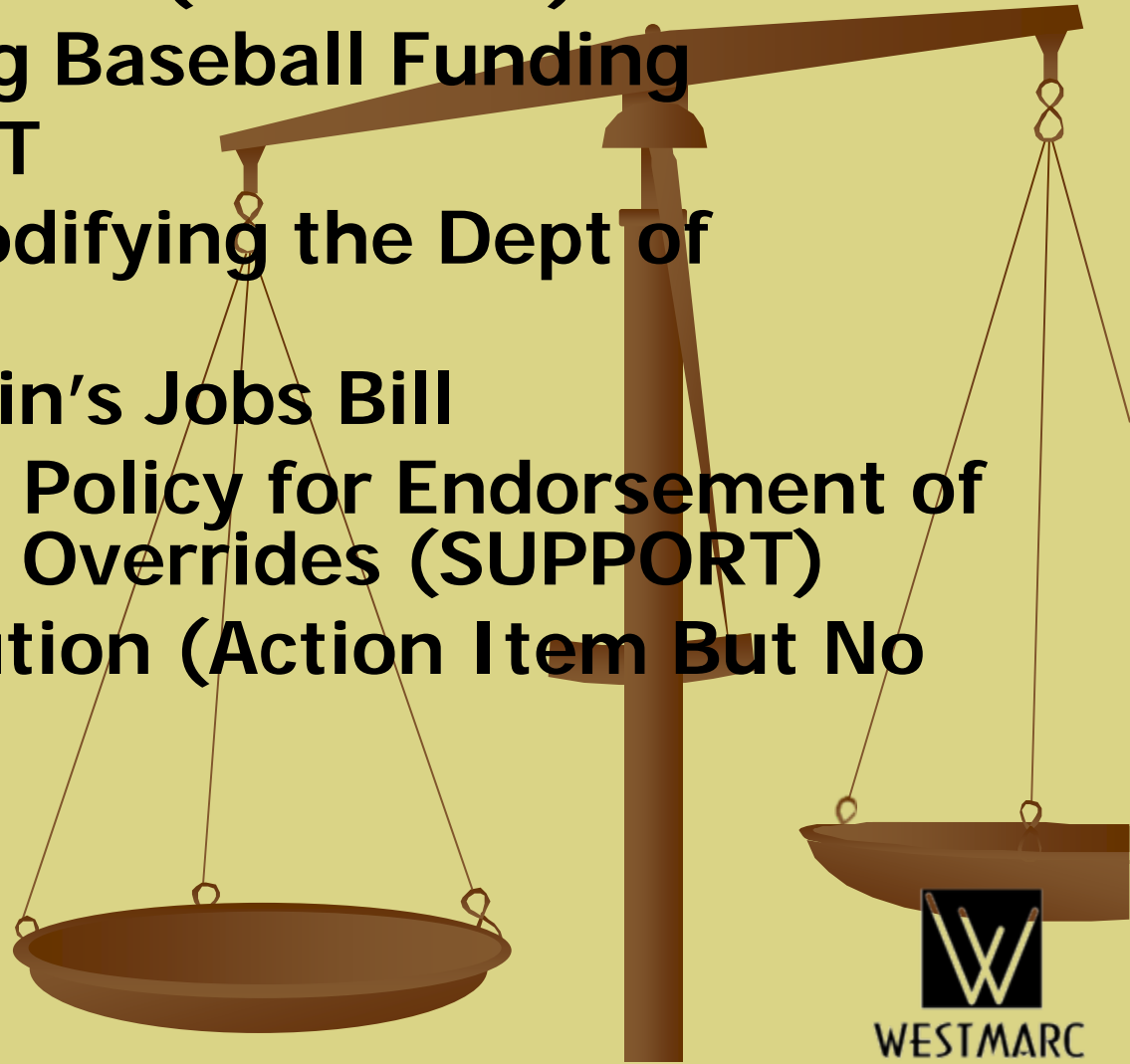
- Enterprise Zone
- Foreign Trade Zone
- Review of Issue Committees' Initiatives, Goals & Activities
- *Legislative Updates:*
 - State Budget
 - I-11 Resolution (SUPPORT)
 - Yes on Prop 100 Ballot Argument
 - Pay Day Loans
 - Economic Development Legislation
 - Enterprise Zone Legislation
 - Education Legislation



Presentations/Discussions

■ *Legislative Updates:*

- **HB2250: JOBS Bill (SUPPORT)**
- **Spring Training Baseball Funding**
- **HB2504: GPLET**
- **Privatizing/Modifying the Dept of Commerce**
- **Rep. Andy Tobin's Jobs Bill**
- **Process/ Draft Policy for Endorsement of School District Overrides (SUPPORT)**
- **Amtrak Resolution (Action Item But No Action Taken)**



Recommended Positions

- **I-11 Resolution – SUPPORTED**

(Supported at Committee level but no action taken at the Executive level)

- **HB2250: JOBS Bill- SUPPORT
(Enterprise Zone Component)**

- **Process/ Draft Policy for
Endorsement of School District
Overrides- SUPPORT**





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***What's Important to
WESTMARC?***



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Update on Luke AFB



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State Ballot Propositions



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Plus/Delta Meeting Review



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**Announcements, Appreciations,
and Adjournment**