



WESTMARC

BOARD RETREAT

August 21, 2009

8:00am – 3:00pm

The Wigwam



THE VALUE OF WESTMARC

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!



WESTMARC Today: 2008-2009 Year in Review



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.



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:

- 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.

ADMINISTRATION

- STAFFING
- CEO Memberships
 - Citizens Transportation Oversight Comm.
(Ended 01/09)
 - TIME Coalition (TBD)
 - Maricopa Partnership for Arts & Culture Board
(Monthly)
 - West-MEC - School Board Member (Monthly)
 - Business Leaders Council Steering Comm. –
(Monthly?)
 - Business Leaders Council (Quarterly?)
 - ADOT Framework Study Policy & Mgmt Comms.
(Bi-Monthly)

ADMINISTRATION

- ABEC Board - (Quarterly)
- AZ Bioscience Roadmap Steering Committee (Quarterly)
- Friends of the West Valley Recreation Corridor Board (Quarterly)
- Glendale Community College President's Circle (Quarterly)
- Estrella Mtn CC President's Advisory President's Council (Semi-Annually)
- West Valley Arts Council Advisory Board (Semi-annually)
- Arts/Business Council of Arizona Advisory Board (Ended)
- ASU Presidents Economic Advisory Council (No mtgs)
- FCP/Luke Honorary Commanders Program (No mtgs)

EVENT HIGHLIGHTS

- Annual Meeting/Econ Forecast – 250+
- Governor's State of the State – 250+
- Best of the West – 800 (25% decrease but profit increased by nearly 50%)
- Annual Golf Classic – Profit Incr. = 25+%
- Forum Series: Coming = Crow; McCain

ADMINISTRATION

- Financial Summary '08-'09
 - Stable
 - 2008 Net income = \$98,334
 - Best of the West - \$120k+ net, up nearly \$30k
 - Annual Meeting/Economic Forecast
 - West Valley Forum Series – Pending
 - Governor's West Valley State of the State
 - 4th Annual Golf Classic - \$15k net
 - 2006 & 2007 Audits Completed – Clean!
 - Receivables Under Control!
 - 3-year budget continued!

ADMINISTRATION

■ Current and Comparative Financial Situation Sept. 2003 to Aug. 2009

■ 2003 Total Liabilities and Equity	\$ 26,201
■ 2004 Total Liabilities and Equity	\$ 88,646
■ 2005 Total Liabilities and Equity	\$ 119,498
■ 2006 Total Liabilities and Equity	\$ 109,986
■ 2007 Total Liabilities and Equity	\$ 134,812
■ 2008 Total Liabilities and Equity	\$ 228,758
■ 2009 Total Liabilities and Equity (YTD)*	\$ 194,221

■ Total Change in Liabilities and Equity : 2007 - 2008

\$93,946 incr.

COMMUNICATIONS

- Improvement with Board Members
 - Agendas
 - Minutes
 - Support Documents
- Improvement with Membership
 - Electronic Newsletter – Now Published Regularly!
 - More Frequent Email Updates
 - Regular Communication on Benefits
 - Member Survey: 2008
 - Events of Value: Best of West; Forum Series, etc.

COMMUNICATIONS

- Strong Relationships with Media
 - Press Releases/Press Conference
 - Television & Radio Appearances
 - OpEd Pieces
 - Arizona Business Magazine Feature/Partnership
- Strong Relationships with Governments
 - Luke-West Valley Council
 - West Valley Elected Officials
 - Cities/Towns
 - Legislators
 - Luke AFB
 - School Districts

COMMUNICATIONS

- Continued Strong & Growing Relationships with Community
 - Speaker/Panelist (Jack; Amber)
 - Many organizations; have to turn down requests
 - Visibility (Staff)
 - Constantly representing WESTMARC

ASSESSMENTS

- Have we demonstrated added value?
 - Yes
- Have we communicated better with:
 - Executive Committee: Yes
 - Board Members: Yes
 - Membership: Yes
 - Governments: Yes
 - Community: Yes, could always improve
- Have we continued to improve our trust?
YES!

ASSESSMENTS

- Have we advocated well for good public policy for the West Valley? **YES!**
 - Freeway Construction
 - ASU at the West Campus
 - School Construction
 - Luke AFB
 - Legislature
 - State Budget

ASSESSMENTS

- Have we demonstrated leadership?
 - Economic Development
 - Education
 - Health
 - Transportation
 - Public Affairs

- **YES!**

2009 CONTINUED IMPROVEMENTS

- Continue to Find Ways to Demonstrate WESTMARC's Value!
- Continue to Grow Membership!
- Continue to Improve Communication!
- Continue to Increase WESTMARC Visibility Across the Community!
- Continue to Earn Trust!
- Continue to Provide Leadership!

UPDATES

- Finance Subcommittee
 - Dues/Sponsorship Increases?
 - Working Capital/New Funding
- 2008 Audit Status – On Target!
- WMEZ Update – 2008 Reauthorization
- Website



SUMMARY OF COMMITTEE WORK AND ACTIONS

BOARD MEETING HIGHLIGHTS

- Dean Martin, Arizona State Treasurer –
“Reflections on the Economy”
- Tom Manos - Governor’s CFO – State Budget Crisis
- Chuck Coughlin, Building A Better Arizona - ENDORSED
- Ted Ferris, FACT Report
(commissioned by: Sen. Pres. Bob Burns)
- Governor’s 5-Point Plan &
Proposed State Budget – ENDORSED
- Principles for the Future of ASU West
- Michael Crow & ASU Leadership Team Dinner

BOARD MEETING HIGHLIGHTS

- John Halikowski, ADOT Director
- Joe Yuhas - Voters for Arizona
- Ballot Proposition Positions
- Legislative Roundtable
- Issue Positions –
 - State Shared Revenue Protection; Renewable Energy Tax Credits; Dept of commerce & Job Training Protection; Infrastructure
- Doug Moss – Phoenix Coyotes
- Julie Richards – Campaign for the Arts
- West Valley Scholarship – Leadership West: Accepted Donation
- Policy Statement on Taking Positions on Public Policy Issues - ADOPTED



WESTMARC's 2008 Key Initiatives

- **Transportation**
- **Education**
- **Economic Development**
- **Health Care**
- **Luke Air Force Base**
- **Water**

Key Initiatives/'08-'09 Focus

At the 2008 Board Retreat Board Members established WESTMARC's issue priorities for the coming and outlined area focus guidelines.

The top two priorities again were:

- Transportation
- Education

The following list reflects the priority issues and focused sub-issues under each category.

Transportation - 2008

- **Alternative Funding Sources**
- **Funding Sources for Acceleration**
- **Research/Recommend Changes re: Maricopa Transportation Initiatives**
- **Framework Studies**
- **Protect HURF**

Education- 2008

- School Finance Reform
- School Capital Construction
- School District Unification
- Gov's P-20 Council Recommendations
- Teacher Quality/Administration Shortage
- Reauthorize NCLB
- NCLB/AIMS Reform
- Improve Safety in Schools
- ELL Mandates

Economic Development - 2008

- Labor Force
- Committee Focus
- Sustainability (ASU, Green, Solar)
- Leverage Outside Resources
- Tourism

HealthCare - 2008

- Universal Healthcare
- State Risk Pool
- Uninsured



Water - 2008

- Arizona Water Bank
- LEED Building Standards
- Salinity Issues
- Regulatory Proposals

Luke Air Force Base - 2008

- Preserving the Mission of
Luke Air Force Base

Public Affairs - 2008

- State Shared Revenues
- TABOR
- Competitiveness Investment Package
- Ballot Propositions
- Economic Stimulus Package
- State Budget Issues
- Renewable Energy Tax Credits
- Taking Positions on Public Policy Issues



WESTMARC

**COMMITTEE ISSUE
DISCUSSIONS/UPDATES
2009**

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!



WESTMARC

EDUCATION COMMITTEE

Herman Orcutt/Robin Berry, Co-Chairs

Presentations/Discussions

- State Budget - Rep. Tom Boone; Dianne Smith
- Building a Better AZ 2012 – Paul Bentz
- STUDENTS FIRST – John Arnold
- ABEC Educ. Funding Reform – Susan Carlson
- Gov's P-20 Council – Deb Raeder (Twice)
- *First Things First* – Christina Lyons
- School District Unification – Ron Richards

Presentations/Discussions

- Higher Education Issues & Models
 - ASU at the West Campus
 - Communiversities
 - *Phoenix State University*
 - Franklin Pierce University
- AZ Town Hall – “*Who Will Teach Our Children*”
- *Expect More Arizona* – Nicole Magnusson
- Arizona Stem Education Ctr – Darcy Renfro
- JTEDs – Greg Donovan & Diane McCarthy
- *Position Process on Bonds & Overrides!*



WESTMARC

ECONOMIC DEVELOPMENT

Russ Ullinger/Harry Paxton, Co-chairs
(Landis Elliot, Retired Co-chair)

Economic Development Initiative

“WESTMARC promotes getting cutting edge information about new practices and developments to the Economic Development Committee along with offering opportunities to partner with and promote the municipalities”.

Presentations & Discussions

- **Economic Development Symposium**
- **Labor Force Analysis/Workforce Study**
- **West Valley Profile – Marketing Piece**
- **Cancer Treatment Centers of America –
David Veillette**
- **SRP Solar Presentation –
Joel Dickinson**
- **Friends of WV Recreation Corridor –
Norris Nordvold**

Presentations & Discussions

- **Foreign Trade Zones – Curtis Spencer**
- **Surprise City Hall Tour**
- **State Budget Updates**
- **SB1403 – Renewable Energy Tax Credits**
- **WMEZ**



WESTMARC

HEALTH CARE COMMITTEE

Hazelle Fessenden/Christine Clouse, Co-Chairs
(Mike Woodard, Retired Co-chair)

Healthcare Initiative:

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

Presentations & Discussions

- Committee Principle & Goals Statement Update
- Proposed Position on National Healthcare Reform
- Legislative Updates – J. Bezozo & K. Beranek
- Midwestern University – Dr. Lori Kemper
- Tours:
 - Luke AFB Trauma Field Prep Center
 - Midwestern Univ. Dental Sim Lab
 - LaLoma Village



WESTMARC

TRANSPORTATION COMMITTEE

Michelle Lehman/Dave Moody, Co-chairs

(Derek Earle, Retired Chair)

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.

Presentations & Discussions

- **MAG – Eric Anderson, Bob Hazlett**
- **Framework Studies – Bob Hazlett**
- **Valley Metro/RPTA – Wulf Grote, Kevin Wallace**
- **Federal Stimulus Package – Dave Berry**
- **BNSF Railroad – LaTonya Finch**
- **Tucson Street Car – Mark Soronson**
- **Highground TIME & Legislative Updates**
- **State Budget**



WESTMARC

WATER COMMITTEE

Leo Commandeur / Robin Stinnett, Co-Chairs

Presentations/Discussions

- West Valley Water Modeling -
Brent Cain, Brown & Caldwell
- Az Water Bank History/Overview –
Tim Henley, ADWR
- Sustainability/LEED Global Water –
Jaime Kurry, Deutsch Group
- CAP Resource Plan/Analysis, Recovery/Stored
Water – Dee Fuerst
- Salinity Problems/Wetland Solutions –
Tom Poulson, US Bureau of Reclamation
- Adequate Supply, Phx Active Mgmt Area –
Scott Miller, ADWR
- Tour: Peoria Greenway Plant

Future Presentations and Discussion Topics

- The Arizona Water Bank
- LEED Building Standards with Special Emphasis on Water
- Salinity Issues Affecting the West Valley
- Review legislative and regulatory proposals relating to water and make appropriate recommendations



WESTMARC

PUBLIC AFFAIRS COMMITTEE

Art Othon / Fred Waterman, Co-Chairs



Presentations/Discussions

- **Governor's 5-Point Plan & Budget**
Richard Bark, Dep. Chief of Staff
(Support)
- **Building a Better Az 2012 (SUPPORT)**
- **GPLET (Support Nelson Alternative)**
- **Renewable Energy Tax Credits**
Barry Broome, GPEC (Support)
- **Transportation (Support)**
 - Protection of HURF
 - Statewide Framework Studies
- **Principles for the Future of ASU West**
- **JTED Funding (Support)**

Presentations/Discussions

- **State Shared Revenue Protection (Support)**
- **Competitiveness Investment Package (Support)**
 - **Science Foundation of Arizona**
 - **Job Training Fund**
 - **AZ Global Network/Foreign Direct Investment**
 - **R & D Tax Credit**
- **Economic Stimulus Package**
- **Property Tax Limitation Initiatives**

Recommended Positions

- Medical Choice for Arizona - OPPOSE
- No New Home Taxes (No Real Estate Transfer Taxes) – NEUTRAL
- Majority Rules – Let the People Decide - OPPOSE
- Conserving Arizona's Water & Land (State Trust Land Reform) - SUPPORT
- Arizona Civil Rights Initiative - OPPOSE
- Stop Illegal Hiring (Employer Sanctions Reform) – SUPPORT
- Payday Loan Reform Act – OPPOSE
- T.I.M.E. Act – SUPPORT
- Homeowners' Bill of Rights – OPPOSE
- School District Unification – OPPOSE



WESTMARC

Board Feedback Survey



WESTMARC

**“The National & State
Economies and Implications
for
The West Valley”
Dr. Dennis Hoffman**



WESTMARC

BREAK



WESTMARC

PANEL DISCUSSION:

***Education Innovations in the
West Valley***

Herman Orcutt, Moderator



WESTMARC

PANEL DISCUSSION:

Pros & Cons of Healthcare

Reform: Fact vs Myth

Lee Peterson, Moderator



WESTMARC

LUNCH BREAK



WESTMARC

**Update on Luke AFB
Situations**

Update on Luke AFB

- West Valley Mayors Statement
- Comments from City of El Mirage
- WESTMARC Staff Briefings from:
 - Luke AFB
 - Fighter Country Partnership
 - El Mirage
 - Policy Development Group
 - Mayors/Managers
 - Work with Media



WESTMARC

**State Budget, Ballot
Propositions, etc.**



WESTMARC

***What's Important to
WESTMARC?
Survey Results!***



WESTMARC

Plus/Delta Meeting Review



WESTMARC

**Announcements, Appreciations,
and Adjournment**