



## 2018-2019 Rural Committee Action Plan

### Rural Committee Leadership

**Skip Becker**, Chair

**TBD**, Vice Chair

**Tom Pitts**, Board Liaison

**Rural Committee Mission:** To communicate and provide professional economic development support to Arizona's rural communities and to conduct events and programs of particular benefit to AAED Members in those communities to strengthen their impact on those communities and to recruit new Members for AAED. The committee monitors legislative issues that may have specific impact on rural communities and advocates for legislative issues that will benefit economic development efforts for rural communities throughout Arizona. In addition, the Rural Committee will provide feedback from the Rural Committee members to the AAED Board of Directors, staff, and the Government Affairs Committee to assure that the rural viewpoint is heard.

**GOAL #1:** Advocate for responsible economic development and, on behalf of AAED, provide relevant two-way communication for Rural Arizona AAED Members.

**ACTION:** Conduct Monthly Teleconferences and conduct live committee Rural Roundtable sessions at the AAED Spring Conference and the AAED Fall Forum.

- Conduct monthly teleconferences to share information throughout the state of Arizona.
- Seek input from community members to identify public policy and programs which mutually benefit rural regions and the entire state.
- Invite other AAED committee representatives or subject matter experts to present on monthly calls when appropriate.

**Timeline for Completion:** Monthly

**Budget Impact:** Cost of teleconferences (and meeting space at the Spring Conference and Fall Forum for live committee Roundtables, which is included in the conference budgets)

### Measurable Results:

- Number of callers on the line and, more importantly, the amount of information shared. (And the number participating in the live Roundtables.)
- Number and quality of guest speakers participating.
- Key issues brought forward to the Government Affairs Committee and the AAED Board of Directors and staff and disseminated to the committee members in return.

**GOAL #2:** Collaborate with other Committees

**ACTION:** Work with other committees with a particular focus on Government Affairs, Tribal, Fall Forum, and Northern Arizona to communicate rural needs and cross coordinate efforts between such committees and the Rural Committee.

- During the monthly call keep a standing agenda item open for updates from other committees and allow for Rural Committee member who are members of other committees to update the group as a whole.

- Engage Chairs and Vice Chairs of other committees in conversations about initiatives and events being developed.
- Cross - Coordinate events between committees to engage the widest audience possible with information items relevant to the Rural Committee members and to avoid conflicting dates.

**Timeline for Completion:** Monthly

**Budget Impact:** Cost of teleconferences

**Measurable Results:**

- Number of participants/amount of information from other committees shared.
- Number of cross – coordinated events held/supported.

**GOAL #3:** Create Collaborative Events with Rural Regions

**ACTION:** AAED Rural Regional Economic Development Roundtables

Timeline for Completion: Within the AAED fiscal year, with a minimum of three/year: preferably with two scheduled prior to the Arizona Legislature convening; one after Sine Die

**Budget Impact:** Roundtables will be coordinated with Staff and Membership, Regional, and Tribal committees with a projection that sponsorships obtained will far exceed all costs. Projected Costs are generally equal to less than \$1,000.00 per event and will rise above that only with appropriate supporting sponsorship with projected revenue equal to a minimum of \$3,500.00 per event, not counting in kind sponsorship. The plan will include a tour of key regional businesses in conjunction with the Roundtables whenever feasible. Begin discussions of second generation events in a region to follow up a Regional Roundtable, to include developing a potential Rural/Tribal Economic Development Basic Training Workshop.

**Measurable Results:**

- Number of participants and partnerships formed.
- Number of events held within the fiscal year and businesses visited.
- Number of new Members recruited and amount of net revenue to AAED.
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**GOAL #4:** Advocate for legislative policy initiatives through AAED that increase Arizona's and in particular, rural Arizona's, economic development competitiveness.

**ACTION:** Work closely with the AAED Governmental Affairs Committee on the yearly legislative agenda.

- On the monthly calls maintain a standing agenda item for the discussion of legislative issues.
- Request that members of the Rural Committee engage their respective legislators and, as a Rural group, engage the legislative leadership (Speaker of the House, Senate President, Committee Chairs) regarding the legislative agenda put forth by AAED.
- Provide rural communities with necessary talking points and tools to engage with elected officials.
- During the legislative session, track specific bills that will affect rural interests.

**Timeline for Completion:** Ongoing

**Budget Impact:** Cost of teleconferences

**Measurable Results:**

- Rural Members have had input on AAED policy initiatives.
- Policy initiatives support rural economic development competitiveness.
- Number of visits with legislative leadership.

- Number of Rural Members who attend the annual legislative Policy Impact Event.
- Number of invited rural legislative representatives who attend the legislative event.

**GOAL #5:** Engage the Arizona Commerce Authority (ACA) with regard to project, initiatives of the ACA and voice questions, concerns and comments of Rural Arizona communities/organizations.

**ACTION:** Maintain an open dialogue with ACA. Invite an ACA representative to participate in all teleconference meetings and Rural Roundtable sessions at the Spring Conference and Fall Forum and at all Regional Rural Roundtables.

- On monthly calls maintain a standing agenda item for the ACA to present on projects and answer questions.
- Keep the ACA informed of Rural issues, specifically staying in contact with the Rural representatives with the ACA.
- Attend and participate in ACA Rural events and functions

**Timeline for Completion:** Monthly

**Budget Impact:** cost of teleconference

**Measurable Results:**

- Consistent ACA involvement in Rural Committee calls and Roundtables.
- Regular contact with the ACA Rural group.
- Monitoring of AAED Rural issues with ACA progress.
- Consistent communication and two-way dialogue with the ACA Rural representatives.

**GOAL #6:** Utilize a statewide Rural Economic Development Task Force to help formulate ongoing goals and positions for the Rural Committee.