



2018-2019 Tribal Economic Development Committee Action Plan

COMMITTEE LEADERSHIP

Robin Reynolds, Chair
Jon Canyon, Vice Chair
Dawn Rogers, Board Liaison

Tribal Committee Mission:

Our mission is to Educate, Collaborate and Advocate for responsible Economic Development between the twenty-two Sovereign Indigenous Communities and other Economic Development practitioners/providers of Arizona.

GOAL #1: Tribal Education/Collaboration

ACTION:

1. Develop one 1/2-day Tribal Symposium that educates both Native and non-Native participants in tribal economic initiatives/practices
 - i) Work with Professional Education Committee and Board to try to maintain Academy AZED Pro status
 - ii) Work with Marketing & PR Committee to explore the possibility of offering the symposium as a pay-per-view live streaming event
2. Work with 2018 Fall Forum Committee to develop one break-out session with tribal focus
3. Work with Rural Committee to develop a Tribal/Rural workshop
4. Work with Committees to arrange tribal visits with tribes adjacent to conference or symposium locations
5. Continue to support the integration of tribal content in the BEDC

TIMELINE FOR COMPLETION: TBD by conference/symposium deadlines

BUDGET IMPACT (Income/Expense): Income \$11,400; Expense \$2,990 (symposium only)

MEASURABLE RESULTS:

- Increased participation by tribal/rural members and non-members in AAED education and events
- Increased collaboration between tribal communities/nations and cities/counties, EDOs
- Greater cultural competence of AAED membership
- Annual financial benchmark comparisons/profit-loss statements

GOAL #2: Tribal Advocacy/Outreach

ACTION:

1. Continue to help tribal communities to develop Community Profiles for inclusion on AZ Commerce Authority website
2. Support tribal events with non-AAED Organizations: AICCAZ, ITCA, CIIC, AZ Indian Nations and Tribes Legislative Day, and others as determined. When applicable, sponsor a table with AAED information
3. Work closely with the Government Affairs Committee to monitor potential bills for AAED support.

TIMELINE FOR COMPLETION: Ongoing

BUDGET IMPACT (Income/Expense): Income – \$0, Expense – \$500 (Tribes Legislative Day Community Partner Exhibitor: Table +2 registrations + 1/4 page ad in program)

MEASURABLE RESULTS:

- Completed Community Profiles for at least 3 tribal communities/nations
- Strengthen relationships with collaborative organizations
- Raised awareness of what AAED offers

GOAL #3: Increase Membership – with an Emphasis on Tribal-affiliated membership

ACTION:

1. Create a simple marketing plan to outline actions for ongoing promotion of Tribal Committee activities
2. Collaborate with other tribal organizations to create at least two networking events with an emphasis on attracting younger tribal members to raise awareness of AAED & educate about Tribal Committee activities [potential groups to approach: ASU, CIIC, Unity and MATIC Southwest (Multi-Agency Tribal Infrastructure Collaborative)]
3. Personal outreach to tribal members/organizations to educate about AAED programming/membership benefits
4. Work with Marketing & PR Committee to promote the work of the Tribal Committee and programming with tribal content

TIMELINE FOR COMPLETION: Ongoing

BUDGET IMPACT (Income/Expense): Income-\$0; Expense - \$0 (mixers covered by sponsorships)

MEASURABLE RESULTS:

- Increased Tribal Affiliated Membership
- Increased Tribal Committee participation
- Greater awareness of Tribal Committee and affiliated organization initiatives