

**ELLENSBURG BUSINESS DEVELOPMENT AUTHORITY**  
**dba CenterFuse**  
**BOARD OF DIRECTORS MEETING MINUTES**

REGULAR MEETING

Wednesday, January 24, 2020 – 11:00 am  
Community Health of Central Washington Conference Room  
521 E Mountain View Ave, Ellensburg

In attendance: Bill Provaznik, Jared Vallejo, Linda Schactler, Garrett Poshusta, Grant Clark, James Jankowski, City Council member Bruce Tabb and staff Carolyn Honeycutt.

Excused absence: Steve Townsend, John Perrie, Jamie Rosen

1. Chair Vallejo called the meeting to order at 11:00 am
2. Members reviewed and discussed rewrite of Mission / Vision / Values
3. Members discussed visioning of CenterFuse in 3 years and identified potential pathways and goals for consideration in a 3 year road map.
  - a) Attract new businesses of median wage or better
    - I. Goal – 3 per year
    - II. Goal – Attend 3 conferences per year
    - III. Goal – Understand and expand broadband
    - IV. Goal – Expand marketing and outreach
    - V. Goal – Support Creative Community
    - VI. Goal – Ignite local investing
    - VII. Goal – Provide better navigation of City to businesses and developers
  - b) Enhance Business Space Capacity
    - I. Goal – Assess current situation (vacancies)
    - II. Goal – Assess opportunities
    - III. Goal – Align capacity and demand (comp plan)
    - IV. Goal – Square footage measurable
    - V. Goal – Assess what the tools are and what is missing
    - VI. Goal – Develop partnerships with realtors and developers
    - VII. Goal – Move forward with sale of Incubator and Airport facilities
  - c) Enhance Brand Awareness Regionally (both City and CenterFuse)
    - I. Goal – City – recognition, marketing (what are we known for), conferences
    - II. Goal – CF - Responsiveness – quality and speed
    - III. Goal – CF - Recognition
    - IV. Goal – CF - Marketing (what are we known for)
    - V. Goal – CF – more UnWind events
    - VI. Goal – CF – attend more conferences
  - d) Support Existing Local Business Climate
    - I. Goal – Support Creative Economy

- II. Goal – Host more UnWind events
- III. Goal – Understand and expand Broadband
- IV. Goal – Expand knowledge of consulting and business resources
- V. Goal – Understand business climate through focus groups
- VI. Goal - Provide better navigation of City to businesses and developers
- VII. Goal – Enhance entrepreneurship culture

e) Plan for resource and budget needs

f) Document outcomes and measurements of success

**Adjournment:** Meeting adjourned 1:00 pm

**Drafted:** 2/3/2020

**Approved:** 5/20/2020