



Verde Valley Leadership

Economic and Business Development Issue Day

March 16, 2018

LOCATION:

Yavapai County Building
Conference Room Name TBC
10 S. 6th Street, Cottonwood, AZ 86326

Contact for the Day:

Felicia Filep
(310) 291-3078

AGENDA

- 7:45 a.m. - 8:00 a.m. Arrival and Brief Overview of Day and VVREO 2017 SWOT Analysis
- 8:00 a.m. - 8:15 a.m. Walk to Jerona Café for breakfast, 677 E. Mingus Avenue, Cottonwood
- 8:15 a.m. - 9:15 a.m. **Michelle Malkin**, Owner, Jerona Cafe
How local expansion and development have posed different challenges for this local business
- 9:20 a.m. - 9:30 a.m. Transport by CAT bus (capacity for 19 people) to VACTE, 3405 E. SR89A, Cottonwood accompanied by **Bruce Morrow**, Transportation Manager for CAT. He will discuss with us the benefits of having a community connected by public transit.
- 9:30 a.m. - 10:30 a.m. **Bob Weir**, Superintendent of Valley Academy for Career and Technology Education and **Travis Black**, Construction Instructor
Tour of the facility and discussion of how this academy is training local youth to be the future workers of the Verde Valley
- 10:30 a.m. - 10:45a.m. BREAK
- 10:45 a.m. - 11:00 a.m. CAT returns us to Yavapai County Building
- 11:00 a.m. - 11:45 a.m. **Bruce Morrow**, Transportation Manager, Cottonwood Area Transit
Presentation regarding the negative local development can have on public transportation
- 11:45 a.m. - 12:00 p.m. CAT transports us to Colt Grille, 804 N. Main Street, Cottonwood for lunch

12:00 p.m. - 1:00 pm	Lunch with discussion by Colt Grille Owners and Ruth Ellen Elinski , Local First Northern Arizona Director On how local tourism can affect new businesses like the Grille
1:00pm - 1:15pm	BREAK
1:15 p.m. -- 1:30 p.m.	CAT Transportation to The Vineyards at Cottonwood, 89A and Chateau Drive
1:30pm - 2:30pm	Tour of new home models and discussion with Andy Groseta , Local rancher and businessman and Real Estate Agent TBC regarding home development in the Verde Valley and its effect on the economy and the wider work-force
2:30pm - 2:45pm	CAT transports us back to the Yavapai County Building
2:45pm - 3:00pm	BREAK
3:00pm – 4:00pm	Group Discussion Casey Rooney , Cottonwood Economic Development Director and Kathy Bazan , Cottonwood/Verde Valley Small Business Development Director help us put the pieces together as far as the future of the area based on what we have witnessed today in our local tour today
4:00 p.m. – 5:00 p.m.	Wrap-up Madison Wescott’s VMG Presentation Book Discussion Evaluations/Points Report Day of Service Final Q & A

Dress is business-casual for the entire day. Wear comfortable walking shoes!