

**Yampa Valley Economic Development Council  
Meeting  
Moffat County Fairgrounds Pavilion  
Craig, CO**

February 6, 2013

1. **Open Meeting/Roll Call/Introductions** – Beck called the meeting to order at 6:00 p.m.

**Members present:** Ray Beck Craig City Council; Chuck Grobe, Moffat County Commissioner; Doug Monger, Routt County Commissioner; Lorraine Johnson, Town of Hayden Mayor Pro-tem

**Members absent:** Kevin Kaminski, Routt County; Member, Rio Blanco County

**Other individuals present:** Audrey Danner, Tammie Delaney (Hayden Granary), Todd Hagenbuch (Routt County Extension), Marsha Daughenbaugh (Community Ag Alliance), Kate Nowak (Yampa Valley Data Partners), Jody Patten (Shell Oil), Albert & Melody Villard (Villard Ranch), Kris Brannon, Tom Kern (Steamboat Springs Chamber Resort Association);

**Speakers from C.S.U.** – Kathay Reynolds, Jim Beers, Geniphyr Ponce-Pore, and Gregg Graff.

2. **Agenda Review** - Monger made a motion to approve the agenda as written. Grobe seconded. All in favor.
3. **Approve the Minutes**
  - a. September 19, 2012 Meeting – Monger made a motion to approve the minutes as written. Johnson seconded. All in favor.
4. **Public Comment** –
  - a. Beck explained the history and mission statement of the YVEDC. He introduced Audrey Danner, past Moffat County Commissioner and previous Chair of the YVEDC. He thanked her for her service and for organizing the meeting. Danner introduced the speakers.
  - b. Tammie Delaney reported that they had an open house at the Granary with CU Denver – working on the idea of connecting people through agriculture and the food we eat. She brought some handouts.
  - c. Kate Nowak said the YVDP is redoing their products, so will see new products in the next few weeks.
  - d. Melody Villard – Reported that she is seeing a growth in Agri-Tourism.
  - e. Lorraine Johnson – Airport is gearing up and is busy.

- f. Jody Patten reported there is a lot of activity in the Oil Industry - mostly in Moffat County.
- g. Doug Monger said there have been a lot of changes including new commissioners.
- h. Jim Beers thanked the group for letting them be there, and encouraged participants to ask any questions.
- i. Marsha Daughenbaugh – Community Agriculture Alliance is going to become more involved in Cultural Heritage Tourism.
- j. Ray Beck said there are a few folks that are very involved and aware of the importance of agriculture – but said there still needs to be more promotion through education.
- k. Audrey Danner commented that agriculture is more than food and crops – it also has to do with land, natural resources, and the bigger picture.

#### **5. Election of Officers**

- a. Chairperson - Monger made a motion for Beck to serve as Chairperson. Grobe seconded. All in favor.
- b. Vice Chair – Monger made a motion for Grobe to serve as Vice Chair. Johnson seconded. All in favor.

#### **6. Resolutions**

- a. Designating a posting place for YVEDC notices – the current posting place is in front of Centennial Hall in Steamboat Springs. Monger stated they also post the meetings on their monthly meetings list at the County. Johnson made a motion to approve Resolution 2013–01. Monger seconded. All in favor.

#### **7. Financial Review**

- a. Scott presented the final financial statement for 2012. Monger made a motion to approve year-end financials. Johnson seconded. All approved.

#### **8. Presentation**

- a. **“The Value of Agriculture and How it Connects Us”** – Kathay Reynolds and Geniphyr Ponce-Pore (CSU Office of Engagement), and Dr. Greg Graff (Department of Agriculture and Resource Economics).
  - i. Reynolds began the presentation by giving her history – she has been involved in ranching the majority of her life. She was involved with meetings around the state with Governor Hickenlooper - they did a SWOT analysis, and Agriculture always came up very high, but never was voted top priority in any of the counties. The issue of water only came up one time. Ag touches all key industries. One issue is that at this time, we are moving almost four generations away from the land. Only 2% in Colorado still live on land. Some other highlights of Reynolds presentation were:
    - 1. Six Core Objectives of Colorado Blueprint

2. Key industry networks – Food/Ag and Beverage is one, and is connected to Health & Wellness, Creative industries, and Tourism & outdoor Recreation.
3. Missing – Value Chain – very difficult to create because it is so wide spread - touches everything. But now we have the information to make connections, and talk to people, and be at the table when decisions are made.
4. Sector Strategy – to create regional partnerships that serve to grow a targeted industry – want to find out what industry in each region could benefit the most from extra help.
5. CSU asked to lead the Food and AG KIN (Key Industry Networks). Partnered with Dept. of Agriculture.
6. Greg Graff - What is Value Chain? Strategic tool to measure the importance of customer's perceived value is the "Value Chain Analysis". Motivation is assessing competitive analysis. We seem to know intuitively, but don't always think about how everything is connected. The group worked on putting together data from USDA and other sources. The Value Chain of Colorado Ag and food consist of over 95 different sectors that interact as suppliers, customers, competitors and collaborators. Large majority of what is produced in Colorado is exported out of state and often out of the country. Businesses really depend on suppliers and markets outside of Colorado. Many of the businesses are also owned by people outside of Colo. Connected nationally and internationally. Value in non-market areas as well such as open space, etc. Ag gets paid for 1/3 of its product (not view shed, open space) Two biggest agriculture productions in our state are beer and beef. There was discussion about the importance of water in these industries
7. Questions – Kern asked about data on employment and the complications of figuring out wage data. To the extent that it is done, Graff said they do present it. But there is not always info there. Reynolds also discussed the potential career paths in ag that aren't what you would typically think. Discussion about higher wages in ag and this would be good place to encourage people to do. Ponce-Pore said she could work with Kate Nowak to get together info on jobs in Agriculture. Daughenbaugh said it still gets back to

how to get agriculture to pay for itself. How to make it so farmer can make a living at it. Reynolds said they can't answer that question, but now they have facts and can see the big picture of what happens if agriculture goes away. She said it helps to have this information, to talk about it in a quantitative way. \$40 Billion. There is much conversation still to be had. Danner said with upcoming discussions on water, it will be good to have this information. Daughenbaugh will continue discussions on how to get more local beef in local industry. Hagenbuch also discussing potentially relaxing some regulations on ag tourism.

**9. Member Updates**

- a. Beck requested that YVEDC members think of ideas of what they want the committee to start working on (ideas for next steps) – and get info to Ginger Scott.

**10. Other Business**

**11. Next Meeting and Adjourn** – The meeting was adjourned at 8:12 pm.