

**BOARD OF COUNTY COMMISSIONERS
WASHOE COUNTY, NEVADA**

THURSDAY

2:30 P.M.

APRIL 24, 2014

PRESENT:

David Humke, Chairman
Bonnie Weber, Vice Chairperson
Marsha Berkbigler, Commissioner
Kitty Jung, Commissioner

Nancy Parent, County Clerk
John Slaughter, County Manager
David Watts-Vial, Legal Counsel

ABSENT:

Vaughn Hartung, Commissioner

The Commission convened at 2:32 p.m. in concurrent session in the McKinley Arts and Culture Center, 925 Riverside Drive, Reno, Nevada, with Steve Anderson presiding. Following the Pledge of Allegiance to the flag of our Country, the Clerks called the roll, and the Boards and Councils conducted the following business:

Steve Anderson, RBC Wealth Management Branch Director, Economic Development Authority of Western Nevada (EDAWN) Chair, and Smarter Region Management Team Chair, welcomed everyone to the Smarter Region Leadership Summit. He said he loved that this was a community that could come together and think about how to change things for the better going forward. He said this was the first meeting where the elected officials representing the area, K-12 education, and higher education were sitting as a body.

Jim McClenahan, The Chamber Chair and University of Nevada, Reno College of Business Corporate Outreach Director, recognized the elected officials present, the appointed Board Chairs and Members of EDAWN, the Reno-Tahoe Airport Authority, and The Chamber. He also recognized the Management Team and the Action Team that put in countless hours for the last year working on the Smarter Region and to make this Summit happen.

Mr. Anderson stated the Smarter Region was a true public/private partnership with three private and eight public entities participating. He noted the Board of County Commissioners, the Reno City Council, and the Washoe County School District had a quorum, but the Sparks City Council and the Nevada System of Higher Education Board of Regents did not have a quorum. He said the Board Chairs for EDAWN, the Reno-Tahoe Airport Authority, and The Chamber were present representing their agencies. He stated two kinds of votes would be taken. The first vote

would be a ceremonial or unofficial vote from the entities without a quorum and from the private entities, and the second vote would be done by the public entities with a quorum.

Mr. McClenahan explained public comment would be taken at the beginning and end of the meeting. He stated a draft of the minutes would be available within the next 30 days on the web sites of the governing bodies present with a quorum and on the SmarterRegion.org web site.

14-370 AGENDA ITEM 4 – PUBLIC COMMENT

Agenda Subject: “Public Comment. Comment heard under this item will be limited to three minutes per person and may pertain to matters both on and off the Commission agenda. The Commission will also hear public comment during individual action items, with comment limited to three minutes per person. Comments are to be made to the Commission, Reno City Council, Sparks City Council, Washoe County School District Board of Trustees and Nevada System of Higher Education Board of Regents as a whole.”

There was no response to the call for public comment.

14-371 AGENDA ITEM 5 – APPROVAL OF AGENDA

Agenda Subject: “Approval of the Agenda. (For Possible Action)”

The Reno City Council and the Washoe County School District voted in favor of approving the agenda. The City of Sparks did not have a quorum.

On motion by Commissioner Weber, seconded by Commissioner Berkbigler, which motion duly carried with Commissioner Hartung absent, it was ordered that Agenda Item 5 be approved.

14-372 AGENDA ITEM 6

Agenda Subject: “Opening Remarks and Presentation: Steve Anderson, Chair of the Board, Economic Development Authority of Western Nevada and Jim McClenahan, Chair, The Chamber Reno-Sparks-Northern Nevada.”

Steve Anderson, RBC Wealth Management Branch Director, Economic Development Authority of Western Nevada (EDAWN) Chair, and Smarter Region Management Team Chair, played an IBM video about the intent of the project, to set the framework for the meeting, and to provide the big picture of a Smarter Region. A copy of the video (labeled No. 1- Smarter City Video) was placed on file with the Clerk.

There was no action taken or public comment on this item.

Agenda Subject: “Presentation – Overview of Smarter Region Project: Jurij Paraszczak, Former IBM Vice President of Global Smarter Cities Research.”

Dr. Jurij Paraszczak, IBM Emeritus Vice President of Global Smarter Cities Research and Carnegie Mellon University, Distinguished Service Professor, said he would be facilitating today’s meeting. A copy of the PowerPoint presentation was placed on file with the Clerk (part of the Smarter Region Leadership Summit presentation encompassing Agenda Items 7 through 12).

Dr. Paraszczak stated what struck him about the region was its beauty. He said this area reminded him of San Francisco 40-years ago. He believed a horde of millennials and technology companies would come here to invest in this region, if the work was done to make it happen, due to their understanding of the region’s quality of life.

Dr. Paraszczak discussed IBM’s Smarter Cities work that was being conducted around the world and the team that worked on Reno’s Smarter Cities Grant project. He said what no other grant recipient had done was to take a project intended for one agency and decide to have everyone work on it together. He stated it was difficult to come together when there were different rules, agendas, and politics; and it would be a measure of everyone’s capabilities if that was made to happen. He stated of all of the participants in the Smarter Cities challenges, this was the only one where IBM was asked to return.

Dr. Paraszczak said people needed to understand how the existing industries came to the area and how the area grew with them to be able to do the same thing now. He discussed where he was born, where he went to school, where he lived now, and how each of those areas responded to the challenges presented by changing industrial and technological advancements. He said the cities that survived learned how to transition from the old industries to the new industries.

Dr. Paraszczak stated the millennials could not afford cars or mortgages, so they were not moving to the suburbs and were not buying cars. He said the car companies were stressing out about the situation and were trying to figure out what kind of service they could offer in addition to offering a product for sale. He stated if Tesla Motors came here, it would provide the area with many new options.

Dr. Paraszczak said the region had fantastic resources in the natural beauty of the area, accessibility, the University of Nevada, Reno, and the Desert Research Institute. He stated the focus should be on the future, what the millennials coming here would want, and to create that opportunity for them.

Dr. Paraszczak stated five teams had been working on bringing the five recommendations together. He said the fundamental issue was could everyone work

together on the recommendations, which had different degrees of complexity and costs. He said recommendation numbers one, two, and four would be relatively low in cost, while three and five would have a higher cost. He discussed what harnessing the data really meant in terms of figuring out how many millennials would come here, where they would live, what kind of revenue they would generate, what kind of resources they would need, and what kind of resources they would provide.

Dr. Paraszczak said if the data was treated in a way that was open, it could tell the truth. He stated approximately 35,000 seniors who lived in the area had a lot of experience and were ready to do something more during the last stage of their lives, such as mentoring people. He said this area had such incredible natural resources, and he asked everyone to work together to get the job done. He stated he would like to come back in five years to see how well it turned out.

There was no public comment on this item.

14-374 AGENDA ITEM 8 – RESOLUTION

Agenda Subject: “Presentation, discussion and potential approval of a Resolution regarding the implementation of IBM recommendation #1: Ratifying the Goal of Regional Cooperation regarding Improving Economic Development Outcomes and the Proposed Smarter Region Governance Model to Achieve that Goal; Change the Mindset, a New Process for Regional Collaboration on Economic Development. Presenter: Lori Feller, IBM Reno Smarter Cities Challenge Member and IBM Public Sector Social Business/Mobile Transformation Executive. (For Possible Action)”

Lori Feller, IBM Reno Smarter Cities Challenge Member and IBM Public Sector Social Business/Mobile Transformation Executive, said IBM’s recommendation #1 was about the governance model for the region. She stated all of the wonderful recommendations in the world could be made, but at the end of the day it was all about the people. The people had to figure out a way to invest and to work together to make things turn into reality. She said it was shocking to her how far everyone had come in one year due to the many robust and incredible changes that had been made.

Ms. Feller said each entity had its own mission and purpose, and no modification was being suggested. She stated the purpose of the IBM team coming here was to assess how to improve the overall economic development outcomes, because economic development did not recognize jurisdictional boundaries. She said during last year’s interviews, the team saw disconnects between the public entities in the area and also between the public and private sector. She stated there needed to be a new forum for the entities to work together collaboratively and affectively, and to be a new forum for regional communication and collaboration specifically scoped to the topic of economic development.

Ms. Feller stated education and workforce development were critical components of the region's economic competitiveness. She said the Airport Authority, local governments, and the private sector were also key components, because whatever was done had to be done as a team. She stated the role of the Smarter Region's leadership was to help ensure the public and private sectors could operate collaboratively regarding economic development, would understand what was happening across the region, and would have the ability to provide input and direction on aligning those efforts. She discussed the proposed Governance Model, which was shown in her presentation. She said the Smarter Region Governing Board would include the local elected policy makers from the three local governments and the Washoe County School District (WCSD). She stated it also encompassed the Nevada System of Higher Education Board of Regents who represented the area. She noted the Board of Regents would not have a quorum on the Governing Board, but would take the discussion and decisions of the Governing Board back to the Board of Regents. She said it would also include the Chair of the Reno-Tahoe Airport Authority, The Chamber, and the Economic Development Authority of Western Nevada (EDAWN). She stated they would conduct ceremonial votes, which would ensure the region's private sector would be able to contribute their amazing expertise. A copy of her PowerPoint presentation was placed on file with the Clerk (part of the Smarter Region Leadership Summit presentation encompassing Agenda Items 7 through 12).

Ms. Feller stated one of the first decisions the Governing Board would be asked to make would be to decide whether to participate in IBM's recommendation #4, which would be the development of a regional economic vision. She said as the Smarter Region started to take shape, the Governing Board would be asked to make decisions on the most effective strategies to ensure continued success.

There was a ceremonial vote by a show of hands in favor of ratifying the Resolution for IBM's recommendation #1 by the Nevada System of Higher Education Board of Regents, EDAWN, the Reno-Tahoe Airport Authority, and The Chamber.

The Reno City Council voted in favor of ratifying Resolution No. 7963 (recommendation #1). The Washoe County School District voted in favor of the Resolution for IBM's recommendation #1. The City of Sparks did not have a quorum.

On motion by Commissioner Berkbigler, seconded by Commissioner Jung, which motion duly carried with Commissioner Hartung absent, it was ordered that Agenda Item 8 be approved. The Resolution for same is attached hereto and made a part of the minutes thereof.

There was no public comment on this item.

14-375 AGENDA ITEM 9 – RESOLUTION

Agenda Subject: “Presentation, discussion and potential approval of a Resolution regarding the implementation of IBM recommendation #2: Ratifying the Economic

Development Authority of Western Nevada being the “One Strong Voice” for Economic Development; the designation of one entity to present the Region’s economic development face to the outside world. Presenter: Steve Anderson, Chair of the Board, Economic Development Authority of Western Nevada. (For Possible Action)”

Steve Anderson, RBC Wealth Management Branch Director, Economic Development Authority of Western Nevada (EDAWN) Chair, said having one strong voice was important. He stated when the IBM team was here, they noticed the local agencies were doing their own versions of economic development and that situation produced a lot of confusion. He said businesses who were interested in the area were passed from one agency to another and potential investors had a hard time finding the right point of contact. He stated based on that observation, IBM’s team recommended having one strong voice, which should be EDAWN.

Mr. Anderson said EDAWN’s strategy already incorporated working with existing businesses, new businesses, and startups. He stated EDAWN was designated as one of the State’s nine regional development agencies, and was ready to step into this new role. He said EDAWN asked what a company’s challenges were and what would be best for them when they considered moving to the area.

Mr. Anderson stated for the purposes of the Smarter Region, EDAWN’s focus would be on the area within Washoe County. He said IBM advised that local government needed a place at the table when it came to decision making, so after considerable discussion with the Executive Committee and EDAWN’s Board, a permanent representative from the local governments would be added to EDAWN’s Executive Committee. He stated the position would rotate annually among the Managers of the City of Reno, the City of Sparks, and Washoe County. He stated Reno City Manager, Andrew Clinger, was the first manager holding that position.

A copy of Mr. Anderson’s PowerPoint presentation was placed on file with the Clerk (part of the Smarter Region Leadership Summit presentation encompassing Agenda Items 7 through 12).

There was no public comment on this item.

There was a ceremonial vote by a show of hands in favor of ratifying the Resolution for IBM’s recommendation #2 by the Nevada System of Higher Education Board of Regents, EDAWN, the Reno-Tahoe Airport Authority, and The Chamber.

The Reno City Council voted in favor of Resolution No. 7964 (recommendation #2). The Washoe County School District (WCSD) voted in favor of the Resolution for IBM’s recommendation #2. The City of Sparks did not have a quorum.

On motion by Commissioner Berkbigler, seconded by Commissioner Weber, which motion duly carried with Commissioner Hartung absent, it was ordered

that Agenda Item 9 be approved. The Resolution for same is attached hereto and made a part of the minutes thereof.

For the WCSD, a motion and a second was made to approve the Resolution for IBM's recommendation #2. WCSD Trustee Estela LeVario Gutierrez asked if the elected officials would be rotated. Mr. Anderson said it would be the Managers for the Cities and Washoe County. Ms. Gutierrez asked if the Regents and the WCSD would be rotated. Mr. Anderson said they were currently represented on the Board, but were not part of the Executive Committee.

Chairman Humke said Reno's Mayor and the Board of County Commissioners (BCC) would like to amend the motion to place all three managers on the Executive Committee all of the time. Reno Mayor Cashell said having three managers at the meetings all of the time would ensure the entities knew what was going on.

Mayor Cashell said he would like Reno to reconsider their motion to include having the Managers of Reno, Sparks and Washoe County on the Executive Committee all of the time.

The WCSD withdrew its motion.

For the City of Reno a motion was made to reconsider Reno's previous motion and there was a second. Mayor Cashell made a motion that the Managers for the County and the Cities of Reno and Sparks be permanent members on the Executive Committee. There was a second. Councilmember Zadra said everyone should understand each of the governmental entities had an elected member on the Committee as well and that meant each entity would have two members on the Board. Mayor Cashell said he felt that would lead to better communication. He advised he was not trying to replace the elected officials on the Board. Councilmember Zadra stated she was just trying to identify six members would now be from the elected entities. The vote was in favor of the motion.

On motion by Commissioner Weber, seconded by Commissioner Jung, which motion duly carried with Commissioner Hartung absent, it was ordered the BCC's previous motion be reconsidered.

On motion by Commissioner Weber, seconded by Commissioner Jung, which motion duly carried with Commissioner Hartung absent, it was ordered that the same motion as made by the City of Reno be approved.

Sparks City Councilmember Ratti said EDAWN was an independent organization with an independent Board. She believed EDAWN's bylaws would have to be amended to put those people on EDAWN's Executive Committee, which would require a vote of EDAWN's Board. Mr. Anderson replied that was correct. Councilmember Ratti said we were trying to break new ground here, and it was an interesting first step to try and take over EDAWN's Executive Committee. She asked how many members were on the Executive Committee. Mr. Anderson replied there were

six. Councilmember Ratti stated including the one rotating City/County Manager member. Mr. Anderson replied now there would be eight. Councilmember Ratti said that meant the three would not have a majority on the Executive Committee. Mr. Anderson confirmed that was correct.

Councilmember Ratti said in the spirit of cooperation, EDAWN needed to be given the space to consider the impact to their organization, because their Executive Committee was bigger than this effort.

On motion by Trustee Aiazzi, seconded by Trustee LeVario Gutierrez, which motion duly carried, it was ordered the WCSD accept the motion as amended.

14-376 AGENDA ITEM 10

Agenda Subject: “Presentation, discussion and potential direction to staff regarding the implementation of IBM recommendation #3: Harness the Data and the implementation of a Regional System-of-Systems Analytic Utility to Support Economic Development consisting of Truckee Meadows Regional Planning Agency (TMRPA) and Desert Research Institute. (DRI). Presenters: Kim Robinson, Executive Director, TMRPA and Tom Jackman, Technical Lead for AIC Computational Services, DRI. (For Possible Action)”

Kim Robinson, Truckee Meadows Regional Planning Agency (TMRPA) Executive Director, said IBM’s report identified that TMRPA and the Desert Research Institute (DRI) should partner on the leadership and technology aspects of IBM’s recommendation #3. She said the TMRPA team had been working diligently on creating a data warehouse for the region and on increasing its technical skills in both data and geospatial technology. She stated the DRI brought tremendous strengths to this effort in the realms of high-speed computing and advanced visualization, along with significant computing capacity. She said the partnership would create an exciting opportunity for them to work together in support of creating a Smarter Region.

Ms. Robinson said the original Smarter Cities application asked IBM to help craft a data-driven strategy for economic development as the City of Reno looked to diversify its economy. She stated by applying advanced analytics and using open data, the City aimed to improve coordination among policy makers, citizens, higher education, businesses, and investors. IBM’s report said a system-of-systems and a strong governance model would empower the region to make fact-based decisions that would improve public services and attract, retain, and grow businesses.

Tom Jackman, Applied Innovative Center (AIC) Advanced Analytics Technical Lead, Desert Research Institute (DRI), said industry analysts and technology researchers had been talking about the new economic impact of data being a disruptive innovation, sometime referred to as “big data,” which meant the data had the ability to change wealth, investment, and expenditure patterns and reflected the new technological capability to assimilate large amounts of data. He said data was a natural resource that

was abundant, pervasive, and had an economic impact that was not limited or diminishing like other natural resources. He stated economic pundits said data was foundational to the global economy and, for regions to be competitive, they must start to properly exploit data.

Mr. Jackman said those who studied technology changes often said a technology disruption emerged because of the convergence of two technologies, such as the cell phone and the personal computer leading to the development of the smart phone.

Mr. Jackman said in the case of big data, there was a perfect storm with four technologies starting to converge to create something that was extremely disruptive. He stated cloud computing meant computing could be done anywhere a person wanted. He said data had always been moved to a software program but, for huge data, the application had to be moved to the data. He stated big data analytics was essentially a retooling of how data analysis was done to do exploratory discovery and analysis on data that was huge and unstructured. In mobile computing, human beings were being inserted into the data process by being consumers and producers of information. He said it was expected there would be an explosion of devices that would change how buildings were built and how manufacturing was done, because sensors and actuators could be deployed in large numbers; and the organizations that could exploit that ability would do well. He said human beings would be out of the critical path and the devices would communicate with each other, which was called the “Internet of things.” He pointed out data might be the fuel, but it was not the engine.

Mr. Jackman said the IBM report did not say more data should be collected or that it should be done better, although it should, and it did not say the data should be integrated better, although it should. The IBM report said the data should be harnessed, and information should be extracted to be able to do things differently and in ways that would lead to positive outcomes in transportation, public records, health and safety, and utility data; whatever could be obtained. He stated the more open the data was, the more truthful the analysis would be.

Mr. Jackman stated the goal of the project was to be a better informed community, to make decisions based on complete assessments, to be prepared for an emergency, to mitigate threats, and to be ready for change. He stated real-time streaming would allow having a finger on the digital pulse of the region, so we would be aware of the state of the region and would be able to deliver services accordingly. He said applying simulations and models would make better use of the region’s investments and would enable it to become more competitive. He stated data mining and statistical forecasting would allow the region to proactively prepare for change, and transforming data into actionable information would make for a Smarter Region.

Ms. Robinson played a video that showed traffic flows, water pipes, industrial lands, and employment density. She said the same technique could be used to visualize any type of data, such as industry clusters. She stated to bring the information together required collaborating with every entity and for them to share information freely

within the appropriate parameters. She said the data collected should be analyzed to take a new look at existing problems and to provide those new perspectives to all of the entities, so they could make great choices for the region. She stated the start would be saying yes to this recommendation.

A copy of the PowerPoint presentation was placed on file with the Clerk (part of the Smarter Region Leadership Summit presentation encompassing Agenda Items 7 through 12), along with a copy of the video labeled “Harness the Data, Video #2.”

There was no public comment on this item.

Washoe County School District Trustee Howard Rosenberg said the data collected was only as good as the questions asked. He stated he had never heard of anyone coming into an area asking about traffic flow, but they did want to know about the schools, particularly if they were young families. He said one of the driving forces in anyone relocating anywhere was the quality of the area’s education.

There was a ceremonial vote by a show of hands approving IBM’s recommendation #3 by the Nevada System of Higher Education Board of Regents, the Economic Development Authority of Western Nevada (EDWAN), the Reno-Tahoe Airport Authority, and The Chamber.

Chairman Humke asked how Ms. Robinson would analyze the data relating to the 4 million acres the State might gain from the Federal Lands initiative. Ms. Robinson said she would start by building a solid set of information regarding those acres, such as where the land was located, any tax implications, and so on. She stated as that information was brought together, some patterns would emerge and the analysis would tell us more.

The Reno City Council made and seconded a motion to approve IBM’s recommendation #3.

Reno Councilmember Neoma Jardon asked if the City of Reno had the resources to provide the personnel to help in capturing the data. Andrew Clinger, Reno City Manager, said the City did not have good data systems internally where he or the Council had access to the data, and that would have to be worked on. He said regarding the data the City did have, there was the capability to share that data.

On the call for the question, the City of Reno’s motion passed.

On motion by Commissioner Jung, seconded by Commissioner Berkbigler, which motion duly carried with Commissioner Hartung absent, it was ordered that IBM’s recommendation #3 be approved.

Barbara Clark, Washoe County School District President, asked if the decision to share data would go back to the governmental entities for a decision. Ms.

Robinson confirmed those decisions would be brought back to the governmental entities for approval.

The Washoe County School District had four members present, which was a quorum, and the vote was 3-1 in favor of approving IBM's recommendation #3. Member Rosenberg said since he was against it, he could ask for a reconsideration of the motion. The motion for reconsideration was made and approved. A motion was made, seconded, and approved 4-0 in favor approving IBM's recommendation #3.

The City of Sparks did not have a quorum.

Dr. Jurij Paraszczak, IBM Emeritus Vice President of Global Smarter Cities Research and Carnegie Mellon University, Distinguished Service Professor, said regarding Member Rosenberg's comment, the data about the water-distribution network would help determine what needed to be fixed before things went wrong. He stated that would allow the available money to be used better, which could include improving the schools.

14-377 AGENDA ITEM 11

Agenda Subject: "Presentation, discussion and potential direction to staff regarding the implementation of IBM recommendation #4: Brand the Vision, Not the Slogan, the Creation of a Single Strong Economic Development Identity for the Region as a Whole. Presenters: Stephanie Kruse, Past Chair of the Economic Development Authority of Western Nevada; Tina Iftiger, Vice President of Economic Development, Reno-Tahoe Airport Authority; and Maureen McKissick, Strategic Development Administrator, City of Reno. (For Possible Action)"

Dr. Jurij Paraszczak, IBM Emeritus Vice President of Global Smarter Cities Research and Carnegie Mellon University, Distinguished Service Professor, said it was important to understand why anybody would come here and a vision would help with that understanding.

Maureen McKissick, City of Reno Strategic Development Administrator, said she; Tina Iftiger, Reno-Tahoe Airport Authority Vice President of Economic Development; Stephanie Kurse, Economic Development Authority of Western Nevada (EDAWN) Past Chair; and Stacie Huggins, Reno-Tahoe Airport Authority had been working on IBM's recommendation #4 since last November. She said the IBM team recommended the City of Reno, as the original grantee, should brand a regional economic development vision, and they recommended "University Town" be considered as that vision. She said they advised common elements in terms of economic development that would be meaningful to the outside world should be identified and used to build a vision that a brand could be built around. She stated it became necessary to revisit the vision when transitioning the vision from Smarter Cities to Smarter Region, which was described on page 2 of the staff report.

Ms. McKissick said a process was developed to help define a regional economic development vision, which all of the entities could embrace. She stated economic development was about attracting new companies, expanding existing companies, growing jobs, attracting capital private investment, and positioning the region to be competitive on the national and international levels. She said there had been no discussion about replacing the existing economic development strategies, because the goal was to align those efforts. She discussed the *Regional Stakeholder Engagement Process to Date* slide, which listed those involved.

Ms. Iftiger said the first two questions were about what assets existed that could be built on, what could be done in the short term that would make the area more competitive and more attractive to capital investment, and grow jobs. She stated the third question was what did we aspire to be, what could we be, what should we be, and how should we look at global economic trends. She reviewed the assets that were available to build on as shown on the *Results to Date: Assets to Build Upon* slide. She said one of the points that came up every single time was our location, proximity, and access; and she discussed some of the advantages to our location. She reviewed what we could do next. She stated whatever we became it would have to have meaning and everyone would need to embrace it and live with it.

Ms. Kruse discussed what rose to the top to be the vision for economic development in 2025, what a brand was and should be. She said because the input received indicated there were a lot of different ideas of what should make up the brand vision, it was necessary to look at the common how and to try to connect the dots. She said a vision statement had to be accompanied by proof statements that proved that what was stated in the vision was true. She stated the next steps were to formulate a draft regional economic development brand statement after the input process was completed. She said as part of the input process, the elected officials were being asked to participate via small focus-group sessions.

A copy of the PowerPoint presentation was placed on file with the Clerk (part of the Smarter Region Leadership Summit presentation encompassing Agenda Items 7 through 12), along with a copy of the video labeled “Smart Future, Video #3.”

There was no public comment on this item.

There was a ceremonial vote by a show of hands in favor of approving IBM’s recommendation #4 by the Nevada System of Higher Education Board of Regents, EDAWN, the Reno-Tahoe Airport Authority, and The Chamber.

The Reno City Council and voted in favor of approving IBM’s recommendation #4. The City of Sparks did not have a quorum.

On motion by Commissioner Weber, seconded by Commissioner Jung, which motion duly carried with Commissioner Hartung absent, it was ordered that IBM’s recommendation #4 be approved.

Trustee Aiazzi said he did not see anything about arts and culture in this effort, and he believed many of the forward-thinking creative class came here because of the area's arts and culture. He stated the people that attend Burning Man were the people we were asking to come here, but we were totally ignoring why they came here in the first place; because of the arts and culture in the area. He said the groups mentioned before were not what he would consider to be a part of the forward-thinking creative class. He stated we should be talking to the startups about economic development and what the vision of Reno should be. He said we should find out why the startups moved here and what they wanted to create. He said it was great to move forward, but we needed to move in a different direction than just considering money.

The Washoe County School District (WCSD) voted in favor of approving IBM's recommendation #4.

Steve Anderson, RBC Wealth Management Branch Director, Economic Development Authority of Western Nevada (EDAWN) Chair, agreed it was important to consider the arts, which was a part of the process. He said the quality of life was paramount and should be brought up more in the focus groups.

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4:30 p.m. Commissioner Weber and Commissioner Jung left the meeting and, with Commissioner Hartung absent, there was no longer a quorum of the Board to hear the remainder of the agenda.

DAVID HUMKE, Chairman
Washoe County Commission

ATTEST:

NANCY PARENT, County Clerk and
Clerk of the Board of County Commissioners

*Minutes Prepared by:
Jan Frazzetta, Deputy County Clerk*

RESOLUTION
RATIFYING THE GOAL OF REGIONAL COOPERATION REGARDING
IMPROVING ECONOMIC DEVELOPMENT OUTCOMES AND A NEW SMARTER
REGION GOVERNANCE MODEL TO ACHIEVE THAT GOAL

WHEREAS, In 2013 IBM provided its expertise to the City of Reno through its competitive Smarter Cities Challenge Program, by contributing the time of its top experts from different business units and geographies, valued at an estimated \$400,000, through deploying a team on the ground for three weeks to work closely with community leaders on improving regional economic development outcomes; and

WHEREAS, At the conclusion on the process, IBM delivered five specific recommendations to improve the region's economic development outcomes; and

WHEREAS, One of those five recommendations was for various regional entities to come together as a group to agree on short-and long-term economic objectives; and

WHEREAS, Various entities, including but not limited to the City of Reno, the City of Sparks, Washoe County, the Reno-Tahoe Airport Authority, the Washoe County School District, the Economic Development Authority of Western Nevada, and the Truckee Meadows Regional Planning Agency, have, by board action, formally accepted the IBM recommendations and endorsed the goal of regional cooperation to achieve these priorities; and

WHEREAS, Through the cooperative efforts of Managers, Presidents, and Executive Directors from the various entities including but not limited to the City of Reno, the City of Sparks, Washoe County, the Reno-Tahoe Airport Authority, the Washoe County School District, the Economic Development Authority of Western Nevada, and the Truckee Meadows Regional Planning Agency, the Desert Research Institute, the University of Nevada, Reno, and Truckee Meadows Community College, a governance model has been created to advance regional cooperation to improve economic development outcomes; now, therefore, be it

RESOLVED, That the Washoe County Commission supports the ratification of the goal of regional cooperation regarding improving economic development outcomes and the new Smarter Region governance model to achieve that goal.

Adopted this 24th day of April, 2014.



Nancy L. Parent
Nancy Parent
Washoe County Clerk

David Humke

David Humke, Chairman
Washoe County Commission

**RESOLUTION
RATIFYING THE ECONOMIC DEVELOPMENT AUTHORITY
OF WESTERN NEVADA BEING THE REGION'S
"ONE STRONG VOICE"
FOR ECONOMIC DEVELOPMENT**

WHEREAS, In 2013 IBM provided its expertise to the City of Reno through its competitive Smarter Cities Challenge Program, by contributing the time of its top experts from different business units and geographies, valued at an estimated \$400,000, through deploying a team on the ground for three weeks to work closely with community leaders on improving regional economic development outcomes; and

WHEREAS, At the conclusion on the process, IBM delivered five specific recommendations to improve the region's economic development outcomes; and

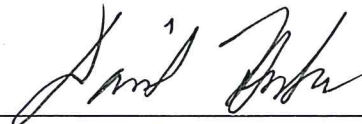
WHEREAS, One of those five recommendations was "Be One Strong Voice," the designation of one entity to be the region's face to the outside world for economic development; and

WHEREAS, Various entities, including but not limited to the City of Reno, the City of Sparks, and Washoe County, recognize that the Economic Development Authority of Western Nevada has been designated by the Nevada Governor's Office of Economic Development as the "regional development authority" for our region; and

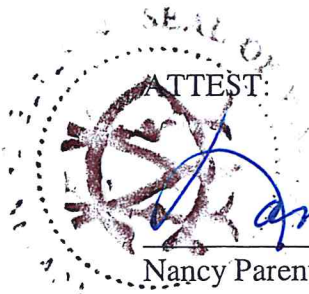
WHEREAS, Through the expansion of the Smarter Cities Challenge project into the Smarter Region project various entities including but not limited to the City of Reno, the City of Sparks, Washoe County, the Reno-Tahoe Airport Authority, the Washoe County School District, the Economic Development Authority of Western Nevada, the Truckee Meadows Regional Planning Agency, the Desert Research Institute, the University of Nevada, Reno, and Truckee Meadows Community College, have come together to collaborate on improving economic outcomes and workforce development for the region; now, therefore, be it

RESOLVED, That the Washoe County Commission supports the ratification of the Economic Development Authority of Western Nevada as the region's "One Strong Voice" for Economic Development.

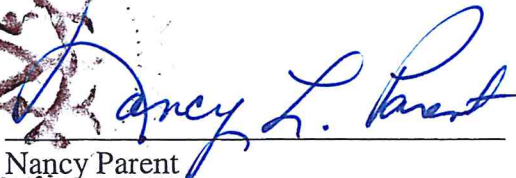
Adopted this 24th day of April 2014.



David Humke, Chairman
Washoe County Commission



ATTEST:



Nancy Parent
Washoe County Clerk