

## SEDE Steering Committee Meeting – March 11, 2025

### Attendees

- Sandra Watson, AZ
- Joan Goldstein, VT
- Andrew Deye, OH
- Hope Knight, NY
- KC Belitz, NE
- Kurt Foreman, DE
- Melissa Mills, AZ
- Michael Graney, WV
- Michelle Hataway, MO
- Sophorn Cheang, OR
- CREC
  - Bob Isaacson
  - Ken Poole
  - Leif Olson

### Meeting Notes

Sandra Thanks everyone for being here

- Sandra: A lot on the agenda this year. Want to make sure we add more steering committee members. Bylaws say we can add members. Want to be inclusive. Congratulations Joan on your new position
  - Joan: I am moving on to lead the Vermont EDA, which is bittersweet. It is an instrumentality of the state, but it is an independent organization.
  - Sandra: You were one of the founding members in 2016. I appreciate all of the support and your leadership.
- Sandra: With Joan leaving, we have an election process to go through. I would like to welcome the new members of the steering committee. KC and Michelle are with us. Thank you so much for joining us. I believe having a robust representation on the steering committee will allow us to offer a broad range of programming.
  - KC: Appreciate the opportunity and looking forward to learning from all of you.
  - Michelle: Thank you for thinking of me. And looking forward to seeing you all in May.
- Sandra: Let's call for a nomination for the Vice Chair.
  - Bob: Requirements- chief among them must be on the steering committee for at least a year and make sure we have representation from democrat and republican government led states.
    - Kurt: I move to elect Mike Graney
      - Joan: I second that.
      - All vote unanimously aye. None opposed.
      - Mike: I am honored and look forward to participating at this level. I think the SEDE network is incredibly valuable and I learn a lot from this group. I am flattered and I accept the position.
- Sandra: This group will be increasingly more important as we move through federal transition. Lots of uncertainty. We can provide guidance and advice to our federal colleagues. I'm excited about the work ahead. Bob, can you go through the statement of work?
  - Bob: Absolutely. Focuses on three areas: 1) outreach and information, 2) networking and education, and 3) general management and support. Within that,

we have some current activities we are working on. Continue to offer monthly bulletins, updated the network contacts, updated the state incentives database, looking at updating all state strategic plans (SLEDS), Updating organizational structures database, and finally webinars (housing on April 17<sup>th</sup>)

- Bob: Other areas we are looking into: updating the expenditures database – love to get some perspectives on that. Additionally, a salary survey of economic development positions at the state level. We've received many inquiries about wages across different state agencies- we are taking a look at this. Any quick thoughts on those items?
  - Sandra: Expenditure database, every state agencies EDO is slightly different. So what goes into the budget can differ. Some entities have tourism, workforce, etc. plus economic development. So if we are going to do something that will be useful, we will have to make some decisions about what we would like to see included in that. I would love to open that to the group.
    - Hope: you have to clarify budget allocation vs expenditure, we get into that in New York.
    - Ken: one of the things we do with expenditures is we look at the budget book and give data for what is budgeted, allocated, and actually spent. Doing the best we can with the data we find and good to have someone from the state check it.
      - Sandra: May get different definitions of expenditures from different states given different structures. Perhaps there is an opportunity for you and Bob to identify the aspects of economic development to include. We can look at all of those and see if we have captured everything that would be of interest to this group. Important to have an apples to apples comparison.
        - Joan: That's a great point. Grid of what is covered, axis is the entity and you can see what they do: workforce, housing, economic development etc.
  - Sandra: Salary survey would be useful. Important to understand the position past just the title. We need to make sure we are matching defined roles and responsibilities. Titles don't translate across states.
    - Bob: Responsibilities will be key.
    - KC: Have both of these traditionally been done? Is it only available to members?
      - Ken: We have not done the salary survey for a number of years. Need to develop that out together based on what your needs are. I think that is one of

those where we need to work together and see what we are trying to do. Are we focused on leadership level? Entry level? Need to resolve that.

- KC: So will it be every state or just the members?
  - Ken: We would try to get as many states as possible and then offer the database to members for free and then a fee for service for non members.
  - Sandra: Important that we get all states. I appreciate that this is available to members only and we can determine if we want to offer it to non members for a fee or using it for recruitment. We can discuss that. We should try to achieve a 50-state comparison. We can also offer thoughts on these data products by email- allow time for thinking and responses.
  - Ken: I do like the goal of getting as much as possible from the public domain.
- Bob: SEDE SelectUSA meeting. Within this time we will serve lunch and as always have introductions and hot topics. We will have a couple of presentations from leaders. The ones in at the top are housing and workforce development/ talent attraction.
    - Sandra: Bob when did we send this out?
      - Bob: This was through invitations. It was about three weeks ago.
        - Sandra: A lot has happened since then. Need to address the federal concerns. Things are moving fast and we are going to be in DC anyway, we should use this time wisely to talk about these federal program issues.
          - Joan: Yes. It is top of mind. I agree.
        - Bob: Want federal folks to come in and talk or keep things internal?
          - Sandra: That is up to folks. Covid galvanized EDOs. Lots of chaos and uncertainty. It brought states together. We had almost every state represented in those phone calls. We can leverage this new time of uncertainty to galvanize additional participation and be the dialogue. We could use this opportunity to bring as many states together as possible to have a candid conversation. Part of the meeting we might have someone come in and then another part will be about sharing ideas. These are some very serious questions that will have impact across the country. What does everyone think? We can all take a handful of states and make personal calls? WE can each call five states that are not scheduled to be there?
            - Hope: I'd be willing to do that for sure.
            - Mike: I think it's a great idea.

- Sandra: Most states are at SelectUSA. So we can hopefully get them to participate.
  - Bob: We can use the topic as a basis for an open dialogue. And we can get some federal partners there.
    - Ken: Federal partners are having a problem showing up right now. If they can talk, we have to invite them informally. Would be very careful about depending on federal folks. The feds will be turning to the states as solution providers. We probably need to get insights from these folks in phone calls in advance and bring those to the table in a few weeks.
    - Sandra: I agree. There are lots of federal employees that are worried about their jobs. By the time we get to May, a lot of this stuff will have happened and maybe we will have a bit more certainty. We may or may not have individuals willing to sit down in a more formal setting, but we will have a better sense in getting closer to the event. If we don't have anyone who is willing to have that conversation, then clearly a lot will have occurred in those months that we will have enough to fill the agenda with what we are all experiencing. We will have more information in May. There might be key individuals who are able to have those conversations by then.
- Bob: Gives update on fiscal position and future investments.
- Sandra: Want to talk about the winter Meeting?
  - Bob: yes, location. Anyone interested in hosting? (somewhere between December and February).
  - Mike: Certainly willing to offer Charleston (not easy to get here).
    - Sandra: Thank you for that Mike. We did December last year because of the election. Perhaps we might consider October or November as an option? December is challenging for schedules. If anyone else is interested in hosting, send to Bob. We can identify that location at our meeting in DC.

## Decisions and Actions

- Joan is leaving her position and consequently her SEDE vice-chair role.
- Mike Graney was voted in as the new vice-chair.
  
- Expenditures Database: CREC was asked to present possible expenditure categories to be included in the database at the next SEDE meeting.
- ✓ **CREC should identify expenditure categories for SEDE to consider**
  
- Salary Survey:
  - Could be a useful tool to bring in additional members.
  - The survey should be based on responsibilities, not just job titles.
  - The survey would ideally include all 50 states.
  - Members noted that salary information for many positions is publicly available.
- ✓ **CREC should identify positions to draw salary information**
  
- SelectUSA:
  - This meeting should focus on federal transition and resulting challenges.
  - The Committee wants to bring federal partners in to speak and answer questions.
  - The Committee wants to use this meeting as an opportunity to bring in states which do not typically participate – similar to the calls SEDE conducted during COVID.
  - Each member of the Committee was asked to call five states which are not already committed to attending.
- ✓ **CREC will develop a list of states for each Steering Committee members to contact**

### Meeting Location

- Steering Committee members should forward location ideas for the next winter SEDE meeting.
- ✓ **CREC will send a reminder to Steering Committee members.**