



Western Alliance for Economic Development
Strategic Workshop Session
Wednesday March 11, 2026
2-4pm
Greenleaf City Hall
20523 Whittier Dr.
Greenleaf, Idaho 83626

Call to order – Kate Dahl, Chair

Opening remarks & meeting purpose – Debbie Davis

- Purpose of meeting: To determine the future direction, legal structure, branding and service model of WAED in order to effectively support rural economic development in Southwest Idaho
- Current structure of WAED:
 - Who do we currently serve and what is realistic going forward
 - What services do we provide
 - Metrics
- Future direction & legal structure:
 - Option A: WAED remains a stand-alone legal entity
 - Option B: WAED becomes a department or program under Region 3
 - Consideration Factors:
 - Competing for economic development dollars
 - Service area & other local economic development associations
- Rebranding Initiative: Proposed transition from Western Alliance for Economic Development to Rural Economic Partners of Southwest Idaho.
 - Provides clear brand identity regardless of legal structure
 - Social media outreach combined with website usage to further our reach and engage rural communities and businesses
- Closing remarks.
- Next WAED monthly meeting: March 26, 2026

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www.WesternAllianceed.org