

Grow Licking County CIC

Board of Directors Meeting
November 8, 2021

Location: The David Shai House, 301 Central Parkway, Heath, OH 43056

Present: Corey Alton, John Fisher, Erin Grigsby, Patrick Guanciale, Mark Johns, Jim Layton, Jim Lenner, Lauren Massie, Jennifer McDonald, Dan McVey, Robert O'Neill (12:09AM), Jim Roberts, and GROW staff Alexis Fitzsimmons, Hayley Feightner, and Erin Anderson

Excused: John Carlisle, Duane Flowers, Joseph Robertson

The meeting was called to order at 12:00 PM by Chair Mark Johns.

Chair Johns welcomed everyone on behalf of the David Shai House. He described the history and purpose of the cultural arts center for the community. He also invited all to experience the world's first Wendy's hamburger stand nearby.

Chair Johns acknowledged guests that included Kent Mallett, The Newark Advocate, and J. Aden Hardesty, of Wilson, Shannon & Snow, Inc.

The minutes from the September 23, 2021 meeting of the Board of Directors were reviewed. Mr. Fisher motioned; seconded by Mr. Guanciale to approve the minutes. The motion passed.

Mrs. Massie called the roll. Mr. McVey motioned; seconded by Ms. McDonald to excuse absent Directors. The motion passed.

Chair's Report

Chair Johns shared that the GROW Licking County CIC Board of Directors will be evolving in 2022, announcing the vacancies of board members Jim Lenner (effective November 9, 2021) and Dan McVey (effective December 31, 2021). Mr. McVey is an appointment of the Licking County Chamber, who will select his replacement in time for the January 2022 meeting. Mr. Lenner is an appointment of the Licking County Commissioners, who will select his replacement in time for the January 2022 meeting.

Committee Reports

Finance & Strategy –In Mr. Robertson's absence, the July 2021, August 2021 and September 2021 financials were included in the packet for review (see handouts). No action taken.

Mr. J. Aden Hardesty, CPA, presented the draft 2020 FORM 990 report (see handout). Mr. Hardesty asked the Board of Directors to notify Ms. Fitzsimmons prior to November 15, 2021 with any questions or concerns.

Marketing – Ms. McDonald reported that the marketing committee met recently to put together the 2022 draft budget that includes joining the efforts of OneColumbus on events and conferences that should pick back up this next year. She also provided an update on the joint efforts of the marketing and LCWorks committees in partnering with OhioMeansJobs – Licking County to develop an occupational workforce campaign. This campaign includes partnering with Perry County OMJ to launch billboards and a website directing Perry County residents to jobs in Licking County. GROW staff are working to purchase the url: WeHaveTheJobs.com.

Ms. Fitzsimmons added that the efforts are supported by Perry County companies, and the campaign is viewed as a “win-win” between the counties since the goal is to connect residents to high wage, in-demand jobs and training opportunities that are not available in Perry County in certain industries.

Ms. Massie thanked Mr. Fisher and Angela Carnahan of OMJ-Licking County for coordinating the Perry County partnership.

Ms. Fitzsimmons also shared that the committee is working on a local “how-to” economic development workshop for public offices and newly elective officials.

Infrastructure – Mr. Roberts reported that the committee continues their work in assisting the county commissioners with finalizing the RFQ that will assist in determining how to utilize the American Rescue Plan funds in Licking County. A meeting to finalize these efforts is scheduled for 1:30 PM today.

LC Works – Ms. Massie shared that the committee met in October jointly with the marketing committee. Ms. Fitzsimmons reported that progress was made in identifying a vendor to develop and produce workforce videos that are aligned to the Licking County career pathway toolkit. A timeline is to be determined for the videos, but they will highlight local success stories of C-TEC and COTC alumni working in the career field with local industry partners.

Ms. Massie also reported that the committee is reviewing the lickingcountworks.com website to streamline content and to ensure user friendly access to job search features. She also stated that the Ohio Manufacturers’ Association is building a toolkit and she provided Licking County’s toolkit as a best practice example.

Director’s Report

Ms. Fitzsimmons introduced the new assistant director of GROW, Hayley Feightner. Ms. Feightner is currently a City Planner for the City of Columbus. She expressed her excitement to return home to Licking County and to leverage her passion to help GROW continue to evolve. Her start date is December 13, 2021.

Ms. Fitzsimmons introduced GROW staff intern Erin Anderson, a current student at Denison University, studying data analytics. Ms. Anderson provided an update of her work. Her first semester work centered around GROW’s social media campaign. Her second semester of work is focused on data analysis, including median household income in Licking County, and how automation impacts jobs.

Mr. O’Neill asked if there would be an opportunity for a wage/compensation study to determine if raising wages helps to fill jobs. Mr. Fisher commented that a study through Bridges out of

Poverty determined that wage raise is only one factor. Mr. Alton asked about the economic impact and how we would know if we made gains? Ms. Massie asked if perhaps there was a threshold to raising wages where there is no longer an impact. She also asked how the organization could merge the data analysis results with the social media campaign to communicate these findings with a larger audience.

Mr. Lenner exited the meeting at 1:03 PM.

Comments from Citizens

None.

Items for Action

Mr. Layton motioned; seconded by Mr. Guanciale approve the 2022 Budget as drafted (see handout). The motion passed.

Mr. O'Neill requested an explanation of the proposed budget deficit and also requested that a positive budget is submitted in 2023. Mr. Alton and Mr. Layton agreed, and requested a more sustainable approach to bringing in additional revenue and stabilizing income. Chair Johns agreed.

Mr. Guanciale presented the committee's nominations slate for the 2022 Board Executive Committee appointments:

Chair, Mayor Mark Johns
Vice Chair, Commissioner Duane Flowers
Treasurer, Joseph Robertson
Secretary, Lauren Massie

Chair Johns asked for any additional nominations.

Mr. Fisher motioned; seconded by Mr. Roberts to close the nominations. The motion passed.

Ms. McDonald motioned; seconded by Ms. Grigsby to approve the nominations as presented by the committee. Ms. Massie called roll. All present approved the motion.

Mr. Guanciale commented on the renewal of the Executive Committee, stating that the group has done excellent work in the past year during the COVID-19 pandemic, a new appointment of the executive director position, coordinating zoom meetings and many other efforts.

Mr. Roberts motioned; seconded by Ms. Grigsby to approve the 2022 Board meeting schedule as drafted (see handout). The motion passed. Chair Johns commented that the schedule is subject to change via public notice, if necessary.

Mr. McVey motioned; seconded by Mr. O'Neill, to adjourn the meeting at 1:26 PM.

Next Meeting: Monday, January 10, 2022 at 12:00 PM – Hosted by Denison University and the Granville Area Chamber of Commerce.

Respectfully submitted, Lauren Massie, Secretary