

Grow Licking County CIC

Board of Directors Meeting
January 11, 2021

Location: Virtual via Zoom

Present: Corey Alton, John Carlisle, John Fisher, Duane Flowers, Patrick Guanciale, Mark Johns, Jim Layton, Jim Lenner, Lauren Massie, Jennifer McDonald, Robert O'Neill, Jim Roberts (12:05 PM), Joseph Robertson (12:10 PM), and Nate Strum and Stephanie Bosco

Excused: Erin Grigsby and Dan McVey

The meeting was called to order at 12:02 PM by Chair Mark Johns. He welcomed everyone as the new board chair.

Mrs. Massie called the roll. Mr. Lenner motioned; seconded by Mr. Flowers to excuse absent directors.

Chair Johns recognized guests. Those in attendance: Licking County Commissioner Tim Bubb and Kent Mallet, The Newark Advocate.

The minutes of the November 2020 meeting of the Board of Directors were reviewed. Mr. Carlisle motioned; seconded by Mr. Fisher to approve the minutes. Mr. Layton abstained. The motion passed.

The minutes of the November 2020 special meeting of the Board of Directors were reviewed. Mr. Flowers motioned; seconded by Mr. O'Neill to approve the minutes. Mr. Layton abstained. The motion passed.

Chair's Report

Chair Mark Johns reviewed the draft GROW strategic plan recommendations and facilitated feedback and discussion from the directors (see handout). Mr. Strum will provide an avenue for continued feedback via Basecamp and send the directors access instructions. Feedback is due by COB on January 20, 2021 so that the Executive Committee can review feedback and determine next steps at their February 1, 2021 meeting.

Chair Johns also requested that the directors commit to sharing GROW social media posts and information over the next six (6) weeks to amplify GROW messaging.

Committee Reports

Finance & Strategy –Mr. Robertson presented November 2020 financials (see handout). He proposed, and the directors agreed to review November 2020 financials with end-of-year financials together at the March 2021 meeting. He also provided an update on the investor strategy.

Marketing – Mrs. McDonald discussed the marketing committee’s strategy, including an extension of work contracted through Expansion Solutions for print, newsletters, and online materials, as well as expanding marketing efforts through RevLocal.

Infrastructure – Mr. Roberts reported that the committee continues to seek funding support to off-set project costs. In addition, the committee continues to review the Infrastructure survey results.

LC Works – Ms. Massie reported that the Skills Gap Analysis Report was finalized and presented virtually on Dec. 16, 2020. The final report and recorded presentation are available at: <https://lickingcountyworks.com/skillsgap>. The work was recognized by workforce development state and regional leaders as a model for other counties. As a result, OhioMeansJobs Licking County and Mr. Fisher were contacted about funding opportunities for Phase 2 of the project to develop Career Pathways. The committee’s Phase 2 kick-off is scheduled for January 20, 2021.

Director’s Report

Ms. Bosco provided an end-of-year report on lead activity (see handout). Topics included building and site searches, average job creation, location, and industry-specific information.

Mr. Strum provided an update on GROW’s BRE strategy and introduced a new internal tracking website and input form to share information among partners. He discussed coordination of BRE services with OhioMeansJobs Licking County and the potential to formally partner. He also discussed the recent EMSI national ranking for Licking County, ranking 26th in the Top 30 Large Counties on EMSI’s Talent Attraction Scorecard.

Comments from Citizens

Commissioner Bubb thanked Chair Johns for his commitment as the new chair for GROW Licking County’s Board of Directors.

Mr. Carlisle welcomed the new slate of officers.

Mr. Layton expressed his excitement in joining the GROW Board of Directors.

Items for Action

Mr. Carlisle motioned; seconded by Mr. Guanciale to permit GROW staff to pursue a formal contract agreement with OhioMeansJobs for Business Retention and Expansion Services. Mr. Fisher abstained. The motion passed.

Mr. Guanciale motioned; seconded by Mr. Flowers, to adjourn the meeting at 1:29 PM.

Next Meeting: Monday, March 8, 2020 at 12:00 PM

Respectfully submitted,
Lauren Massie, Secretary