

Grow Licking County CIC

Board of Directors Meeting
March 8, 2021

Location: Virtual via Zoom

Present: Corey Alton, John Carlisle, John Fisher, Duane Flowers, Erin Grigsby, Patrick Guanciale, Mark Johns, Jim Layton, Jim Lenner, Lauren Massie, Robert O'Neill, Jim Roberts, Joseph Robertson, and Nate Strum and Stephanie Bosco

Excused: Jennifer McDonald and Dan McVey

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

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

Chair Johns recognized guests. Those in attendance: Erin Anderson, GROW intern; Denison University and Kent Mallet, The Newark Advocate. There were also five (5) viewers via Facebook livestream.

The minutes of January 2021 meeting of the Board of Directors were reviewed. Mr. Fisher motioned; seconded by Mr. Roberts to approve the minutes. The motion passed.

Chair's Report

Chair Johns stated that the draft GROW strategic plan recommendations and feedback from the directors will be discussed at the next meeting.

Chair Johns asked Mr. Strum to present the short-term and long-term disability options for GROW Licking County CIC staff. Chair Johns shared that these options are part of the staff contract, and were discussed in the Executive Committee meeting. He then brought forth a recommendation from the Executive Committee to the Board of Directors to extend this coverage to staff.

See Items for Action below.

Mr. Strum will work with Treasurer Robertson to add this line item to the existing budget. It will be reflected in the March/April financials.

Chair Johns discussed entering into a Designated Service Agreement with the Village of Hebron and with Etna Township (see handouts). The board discussed similar, existing agreements between the Licking County Commissioners and the City of Heath. Mr. Layton and Mr. Carlisle shared rationale for a formal agreement that designates GROW Licking County CIC as

their economic development representative. Mr. O'Neill commented on ensuring all similar entities are aware of the availability of such an agreement as needed.

See Items for Action below.

Committee Reports

Finance & Strategy –Mr. Robertson presented December 2020 and January 2021 financials (see handout).

See Items for Action below.

Marketing – In Ms. McDonald's absence, Mr. Strum discussed the marketing committee's expanded marketing efforts through RevLocal. He shared that the Facebook and Instagram click through rate was 1.75% (benchmark is 1%). He also shared information about the LinkedIn campaign geared toward raising awareness of Licking County for site selectors (see handout).

Infrastructure – Mr. Roberts reported that the committee is in the evaluation stage of reviewing 57 project proposals. The projects are a diverse range from roadway to utility to fiber networks. He reported that the committee hopes to receive feedback from EDA in April regarding funding to support these projects. He also shared the committee's efforts to coordinate their work with other community entities involved in this work.

LC Works – Ms. Massie reported that the committee continues to meet bi-monthly with TPMA to drive the second phase of the SkillsGap project forward. The committee has identified four industry areas to develop tangible career pathways: business services (IT), transportation and warehousing, healthcare and advanced manufacturing. Next steps include engaging employers in these markets by mid-April.

Director's Report

Ms. Bosco provided an update on lead activity (see handout). She shared that GROW recently distributed information to 260 real estate and broker contacts throughout the country and received a 48% open rate (benchmark is 13%). She also provided an update on recent site visits and progress as it relates to various development projects.

Mr. Strum provided an update on recent micro-investor programs being held around the county. The first one highlighted the Village of Granville. Mr. O'Neill and Ms. Bosco participated in the event and shared feedback. The next event will highlight Johnstown and is scheduled for March 18 at 3:30 PM.

Mr. Strum is working with Jodi Melfi Design to draft the 2020 Annual Report.

Mr. O'Neill exited the meeting at 1:00 PM.

Mr. Strum also provided information on the upcoming Annual Management of the Tax Incentive Review Commission meeting scheduled via zoom for March 26 at 10:00 AM.

Comments from Citizens

None.

Items for Action

Mr. Robertson motioned; seconded by Mr. Flowers to extend short and long-term disability Insurance coverage to GROW Licking County CIC staff. The motion passed.

Mr. Flowers motioned; seconded by Mr. Guanciale to authorize the Board Chair to enter into a Designated Service Agreement with the Village of Hebron. Roll call vote: Mr. Alton – yes; Mr. Carlisle – yes; Mr. Fisher – yes; Mr. Flowers – yes; Ms. Grigsby – yes; Mr. Guanciale – yes; Mr. Johns – yes; Mr. Layton – abstained; Mr. Lenner – yes; Ms. Massie – yes; Mr. O’Neill – yes; Mr. Roberts – yes; Mr. Robertson – yes.

Mr. Guanciale motioned; seconded by Mr. Roberts to authorize the Board Chair to enter into a Designated Service Agreement with Etna Township. Roll call vote: Roll call vote: Mr. Alton – yes; Mr. Carlisle – abstained; Mr. Fisher – yes; Mr. Flowers – yes; Ms. Grigsby – yes; Mr. Guanciale – yes; Mr. Johns – yes; Mr. Layton – yes; Mr. Lenner – yes; Ms. Massie – yes; Mr. O’Neill – yes; Mr. Roberts – yes; Mr. Robertson – yes.

Mr. Flowers motioned; seconded by Mr. Guanciale to approve the December 2020 and January 2021 financials as presented. The motion passed.

Chair Johns acknowledged today as International Women’s Day 2021, and thanked the female leaders of the board and GROW staff – Ms. Grigsby, Ms. Massie, Ms. McDonald, Ms. Bosco and Ms. Anderson for their hard work and contributions to the organization.

Mr. Flowers motioned; seconded by Mr. Carlisle, to adjourn the meeting at 1:04 PM.

Next Meeting: Monday, May 10, 2020 at 12:00 PM

Respectfully submitted,
Lauren Massie, Secretary