

# **Grow Licking County, CIC**

## **Board of Director's Meeting Minutes**

**March 19, 2012**

1. Meeting called to order by Chairman Tim Bubb
  - a. New member welcomed – Dan McVey (The Energy Cooperative) appointed by the Chamber of Commerce
2. Minutes from Feb. 6 meeting submitted for approval by Secretary Mark Johns
  - a. Mayor Mason's first name amended from "Cliff" to "Clifford"
  - b. Motion by Rick Platt to approved minutes as amended; 2<sup>nd</sup> by Mayor Clifford Mason; motion approved by all with voice vote
3. Meeting Schedule for 2012 submitted by Mayor Johns
  - a. Vice-Chair Cheri Hottinger to compile committee meeting schedules
4. Financial Resolution (GLC Res. #2012-01) submitted by Cheri Hottinger
  - a. Establishes authority to make financial transactions for
    - i. Mandy Rector – Office Manager, Licking County Chamber
    - ii. Tim Bubb – Chairman, CIC
    - iii. Larry Parr – Treasurer, CIC/Licking County Chamber
    - iv. Cheri Hottinger – Vice Chairman, CIC
  - b. Accounts currently through Park National Bank
  - c. Motion by Mayor Clifford Mason to adopt Resolution #2012-01; 2<sup>nd</sup> by Patrick Guanciale; motion approved by all with voice vote
5. Update on Operational Agreement
  - a. Commissioner Bubb stated his understanding the operational agreement for Grow Licking County is in its final stages of completion. Hottinger stated some of the final language was being completed. Bubb said the county government has no problems with the substance of the agreement. Platt said the Heath-Newark-Licking County Port Authority's only issue from previous drafts has been resolved. It is expected the agreement should be completed and signed in the near future.
6. Economic Development Director Update
  - a. Hottinger announced the hiring of Dan Evers by the Chamber of Commerce for position of Economic Development Director. His start date is 4/9/12. Commissioner Bubb asked what impressed the Chamber about Mr. Evers. Hottinger said he has a background in

Ohio, a thorough knowledge of the job, and he is hungry for the job. Larry Parr said Mr. Evers will be a good fit and represent Grow Licking County well. Patrick Guanciale agreed that he demonstrated he was hungry for the job. Robert O'Neill asked if board members can help him in any way. Hottinger said there would be opportunities for that, but that Mr. Evers also is very prepared and has already done some homework.

7. Committee Reports – Commissioner Bubb stated his opinion that the board should have final say on committee appointments. General Agreement among the board members. Mayor Johns stated his opinion that the CIC give the opportunity for people not on the board to get involved with committees. General Agreement among the board members.

- a. Finance Committee report given by committee chairman Larry Parr on income and expenditures
  - i. Parr said the committee will work to establish the needs and goals financially for CIC. He sees it will work closely with the Marketing Committee for further funding sources.
  - ii. Hottinger brought up the topic of paying Dan Evers salary. Should the Chamber invoice the CIC each month? Bubb asked Parr if a quarterly invoice would be acceptable. Parr found that acceptable. Bubb said a review of expenses by the board is advised.
  - iii. Platt suggested some sort of encumbering process for CIC funds be established. Bubb asked the Finance Committee to bring forward suggestions for that process.
  - iv. Hottinger said the Columbus 20/20 bill of \$21,408 is due. O'Neill asked if other Columbus 20/20 members with separate memberships had to make separate payments, or if they all could be included in the total Licking County amount. Parr said he spoke with Kenny McDonald from Columbus 20/20, and Mid-Ohio is not making a separate 20/20 payment. Hottinger said membership gets the group involved in 20/20 and MODE meetings and functions.
  - v. Platt suggested the payment of dues for 20/20 wait until the Operational Agreement is completed for cash flow reasons. Hottinger said she will ask Columbus 20/20 if half the payment can be made now and half in June. Platt made a motion to encumber from CIC funds half the amount due now and the other half after the Operational Agreement is completed; 2<sup>nd</sup> by John Fisher; motion approved by all with voice vote.
- b. Marketing Committee report given by committee chairman Rick Platt
  - i. Two marketing proposals have been made to the committee
  - ii. Peebles Creative Group is recommended by the committee, with Platt outlining the proposal for services Peebles will provide
    1. Peebles originally submitted a similar proposal to the one being reviewed. Peebles modified it to the current one based on the CIC's

budget. Peebles is familiar with Licking County, having worked with others in the county.

iii. Platt made a motion to adopt GLC Resolution (#2012-02) to encumber \$45,500 and have the Marketing Committee negotiate a marketing proposal with Peebles Creative Group; 2<sup>nd</sup> by Hottinger. Tim Boland asked if the work Peebles Creative Group will do will fit into the CIC's strategic planning model. Platt said their work will need to. Motion approved by all with voice vote.

iv. Committee will meet at 8 a.m. prior to the CIC board meetings.

c. Strategic Planning Committee report given by committee chairman Tim Boland

i. Committee met prior to the CIC board meeting

ii. Committee will provide guidance for the new director and the board. This will ensure everyone has the same priorities. So far, the committee's approach on priorities is consistent with Columbus 20/20's approach. Boland reached out to Kenny McDonald from 20/20 for more detailed information on that group's goals.

iii. The new director (Evers) needs to become familiar with all the available sites in Licking County. The committee will recommend the performance measures to be established for Mr. Evers. Mr. Evers will be asked to provide a monthly report to the board at the board meetings.

iv. O'Neill mentioned that Columbus 20/20 is using some good metrics, including median income gains and job gains. Boland said the median income may be out of our scope, but in general, the metrics used by 20/20 are a good model.

#### 8. Other Items and General Discussion

a. John Fisher offered a welcome to Mr. Evers and would be glad to host at Opportunity Links a reception for people to meet him.

b. Platt shared with the board an invitation to attend the Licking County Energy Summit on March 22.

c. Jim Lenner shared he recently went to an educational conference on energy issues.

d. Mayor Clifford Mason said he expects Hebron council will soon propose the payment of the \$10,000 to the CIC pledged from the village. He discussed the recent flooding in Hebron, where four inches of rain fell in two hours. Lots of acres are a mess, and a relief fund has been set up.

e. Mayor Jeff Hall of Newark attended the meeting and thanked everyone present for their involvement with this group.

#### 9. Having no other items to discuss, meeting was adjured by Commissioner Bubb.