

# **Grow Licking County CIC**

Board of Directors Meeting  
April 18, 2016

Location: OhioMeansJobs | Licking County

Present: Tim Bubb, Jennifer Chrysler, John Fisher, Cheri Hottinger, Mark Johns, Jim Lenner, Mike McFarland, Dan McVey, Rob O'Neill, Joe Robertson

Excused: Mike Compton, Patrick Guanciale, Jerry Newton, Roney Murphy, Rick Platt

Meeting was called to order at 9:02 AM by Chairman Mark Johns.

John Fisher welcomed everyone to OhioMeansJobs | Licking County and gave a brief update on the services and individuals served by the One Stop Employment and Training Center.

Motion by Tim Bubb, seconded by Rob O'Neill, to excuse members Mike Compton, Patrick Guanciale, Roney Murphy, Jerry Newton, and Rick Platt from today's meeting. Motion carried by voice vote.

Chairman Johns recognized and introduced guests in attendance – Clayton Croom, Heath High School Senior; Kent Mallett, Newark Advocate; Steve Shroyer, Commercial Technology Solutions.

Motion by Rob O'Neill, seconded by Mike McFarland, to approve the February 15, 2016 meeting minutes as presented. Motion carried by voice vote.

## Chairman's Report

Chairman Johns inquired if the structure and schedule of Board Meetings were meeting the needs of the Board, and Nate Strum, Executive Director. Mr. Strum noted that perhaps we needed to reconsider meeting dates/times to encourage full attendance.

## Committee Reports

### Financial

Treasurer Dan McVey presented and reviewed the March 2016 Income and Expenditure Reports. Expenditures are within budget. Income is slightly below projected.

A \$4,500 payment will be issued to People's for the completion of the website redesign. A Finance Committee meeting will be scheduled before the May Board Meeting. Joe Robertson volunteered to be a member of the Finance Committee.

### Marketing

Rob O'Neill provided an update on the Marketing Committee activities. The Committee continues to meet monthly. Marketing budget and activities have been established. Grow Licking County website has been updated. Post cards highlighting ED activities are being mailed with three more mailings planned this year. Grow Licking County radio ads are now operational.

Mr. O'Neill reviewed the Paid Media Consultant Proposal (handout provided). Mr. McFarland noted that he felt the focus and information was appropriate and appears to be the best effort to help inform the community.

### Infrastructure

Cheri Hottinger noted that together with Jerry Newton still working on the infrastructure project. Interviews with communities are completed. Interviews with utility providers and private developers will be initiated.

Ms. Hottinger noted that a meeting with the publisher of Business First is scheduled for late April.

Jennifer Chrysler inquired as to the number of County sites that applied for the Site Ohio application. Mr. Strum noted that eight (8) sites had submitted applications.

### Directors Report

Executive Director Strum updated the Board on the following:

The Quarterly Report was e-mailed to approximately 1,100 individuals, with an open rate of 35%, and a "clicked on after open" rate of 67%.

The Economic Development Advisory Committee met April 1, 2016. Two Grow Licking County efforts were highlighted as best practices – postcards and ED101 Classes.

As of today, 35 individuals have registered for the ED101 seminar in Newark, and 15 registered for the Pataskala session. Registration is still open.

MRO American Trade Show in Dallas, Texas was successful. Both Mark Johns and Jim Lenner made positive comments concerning the event and the opportunity to meet with five (5) different site locaters.

Mr. Strum noted upcoming opportunities: IMTS in Chicago in early September, and IEDC in Cleveland in late September. Still considering the 2020 foreign trips.

Mr. Strum noted that Grow Licking County will assume the operations of the Tax Incentive Review Council. This will include the annual meeting to review the status of various tax incentives. Tim Bubb expressed his appreciation for Grow Licking County to assume this coordination. Jennifer Chrysler expressed an interest that a sub-committee be considered to review agreements and other incentive options.

Mr. Strum updated the Board on the status of the "Junior" Project Manager position. Many applications have been received, and interviews are being scheduled.

### Comments

Jim Lenner noted that the Johnstown Economic Development website is now up and running.

Mike McFarland attended a Municipal League Conference for newly elected Mayors in which economic development efforts were highlighted.

Tim Bubb noted that Standard & Poor's have rated Licking County as "AA".

John Fisher advised the Board that two OMJ and one COTC staffer were able to visit Amazon at their Indiana facility. The purpose was to gain additional insight toward staffing of the Etna facility.

Nate Strum noted that due to several complaints, two system changes will occur: 1) effective May 1<sup>st</sup>, Leads distribution will be provided based upon land opportunities or building opportunities; 2) the drop box notification policy will be updated.

Rob O'Neill moved to adjourn the meeting. Seconded by Mike McFarland. Motion carried by voice vote. Meeting adjourned at 10:31 AM.

Next meeting:

9:00 AM, Monday, May 16, 2016

Southgate Corporate Offices  
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Respectfully submitted,

John D. Fisher, Secretary