

Grow Licking County CIC

Board of Directors Meeting
January 25, 2016

Location: Heath, Newark, Licking County Port Authority

Present: Tim Bubb, Jennifer Chrysler, Mike Compton, John Fisher, Patrick Guanciale, Cheri Hottinger, Mark Johns, Jim Lenner, Mike McFarland, Dan McVey, Roney Murphy, Jerry Newton, Rick Platt

Excused: Joe Robertson, Robert O'Neill

Meeting was called to order at 9:05 AM by Chairman Mark Johns.

Rick Platt, President and CEO of the Heath, Newark, Licking County Port Authority welcomed the Board to the Port Authority. Mr. Platt updated the Board on the Port Authority's accomplishments during CY2015.

Chairman Johns welcomed Hebron Mayor Mike McFarland. Mayor McFarland is a new member of the Board, replacing former Mayor Cliff Mason. Chairman Johns also expressed the Board's appreciation for Mayor Mason's service.

Chairman Johns recognized and introduced guests in attendance – Commissioner Rick Black and Kent Mallet, Newark Advocate.

Motion by Rick Platt, seconded by Tim Bubb, to excuse members Joe Robertson and Robert O'Neill from today's meeting. Motion carried by voice vote.

Motion by Tim Bubb, seconded by Jerry Newton, to approve the November 21, 2015 meeting minutes. Motion carried by voice vote.

Chairman's Report

Chairman Johns expressed the desire to have more involvement from Board members in marketing opportunities. He encouraged members to assist where comfortable and able.

Committee Reports

Financial

Treasurer McVey invited Chairman Johns to present proposed Resolution 2016-01 regarding Spending Authorization Limits. Chairman Johns presented the proposed resolution.

Commissioner Bubbs moved to Amend Section 2 of the Proposal from “unanimous consent” to “a majority” of the officers of the Board for expenditures ranging from \$1,000 up to but not including \$5,000. Jerry Newton seconded the motion. Motion carried by voice vote.

Commissioner Bubbs moved that Resolution 2016-01 be approved as amended. Seconded by Cheri Hottinger.

Roll Call Vote:

Bubbs – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Therefore, based upon the passage of Resolution 2016-01, Treasurer McVey presented the following expenditures for approval:

Motion by McVey, seconded by Chrysler, to approve \$5,750.00 to Peoples for marketing efforts.

Roll Call Vote:

Bubbs – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Motion by McVey, seconded by Guanciale, to approve \$24,245 for MODE membership dues.

Roll Call Vote:

Bubbs – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Treasurer McVey then presented the Preliminary Budget Report for January – December 2015. The data is preliminary, and modifications will be made to reflect adjustments in 2015 and 2016 expenditures. Mr. Platt questioned the reporting/classification of carry-over funds. Ms. Hottinger reported that such classification was on the direction of the Auditors.

Treasurer McVey noted that a \$50,000 CD expires in February 2016. After discussion, Bubbs motioned that authority be granted to re-invest/renew the CD for up to an additional six (6) month period at the discretion of the Treasurer. Guanciale seconded. Motion carried by voice vote.

Marketing

Mr. Platt presented an update on activities of the Marketing Committee. Mr. Platt highlighted the 2016 Marketing Budget specifically noting the following:

- not to exceed \$24,000 for activities with Columbus Business Fund
- \$5,100 for the Business Advocate Engagement
- not to exceed \$9,000 for Radio Marketing Services
- \$7,200 for Xceligent services

Motion by Rick Platt to approve the 2016 Marketing Budget as presented.
Seconded by Jennifer Chrysler. Motion carried by voice vote.

In compliance with Resolution 2016-01, Pat Guanciale motioned that authorization be granted to issue a check for up to \$24,000 to Columbus Business First for marketing services. Mike Compton seconded.

Roll Call Vote:

Bubb – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Guanciale moved that \$5,100 be issued for the Business Advocate Engagement.
Seconded by Dan McVey.

Roll Call Vote:

Bubb – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Motion by Rick Platt to authorize up to \$9,000 for radio marketing services.
Seconded by Bubb.

Roll Call Vote:

Bubb – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Motion by Mike McFarland to authorize up to \$7,200 for Xceligent Services.
Seconded by Mark Johns.

Roll Call Vote:

Bubb – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Motion by Rick Platt to authorize up to \$5,500 to update the Grow Licking County website. Seconded by Compton.

Roll Call Vote:

Bubb – Yes; Chrysler – Yes; Compton – Yes; Fisher – Yes; Guanciale – Yes; Hottinger – Yes; Johns – Yes; Lenner – Yes; McFarland – Yes; McVey – Yes; Murphy – Yes; Newton – Yes; Platt – Yes. Motion carried unanimously.

Infrastructure – no report

Directors Report

Nathan Strum, Executive Director, noted that he and staff are preparing the 2015 Year in Review Report.

Mr. Strum provided information on systems update – drop box/personal folders for Board members – and Marketing. Marketing update included status of postcards and digital flipbook. Over 1,250 postcards have been sent as the first mailing. There will be a total of six (6) mailings over the course of the next several months. Mr. Strum noted the contract with Xceligent and the projected cost at \$600/month.

Mr. Strum reminded Board members of the Stakeholder Meeting – 7:30 AM, Wednesday, February 24, 2016, Moundbuilders County Club. Commissioner Bubb suggested that while the Agenda is focused on Mr. Strum's presentation, Board members assist where needed in the program.

Discussions

Cheri Hottinger thanked Board members for welcoming and making time to meet Mr. Strum. Hottinger reminded the Board that if there are any issues/concerns regarding communication to please bring them to her attention.

Mayor Mike Compton thanked Mr. Strum for reaching out to Pataskala by meeting with the Chamber and the City Administrator.

John Fisher distributed the 2015 OhioMeansJobs One Stop Employment & Training Center Annual Report.

Board Items

Mr. Strum suggested an ad-hoc committee be created to discuss strategic goals for 2016 and report back to the full Board. All agreed. Chairman Johns then requested volunteers and appointed the following members to the ad-hoc committee: Mike McFarland, Pat Guanciale, and Mike Compton.

At 10:28 AM, Compton moved to adjourn the meeting. Seconded by Murphy. Motion carried by voice vote.

Next meeting:

9:00 AM, Monday, February 15, 2016

Location Change!

Chamber of Commerce
50 W. Locust Street
Newark, Ohio

Respectfully submitted,

John D. Fisher, Secretary