

Grow Licking County, CIC

Board of Director's Meeting Minutes

January 27, 2014

1. Meeting called to order by Chairman Cheri Hottinger.
 - a. Thanked Tim Bubb for his past leadership of the board.
 - b. Rick Platt made a motion to excuse Robert O'Neill and Jim Lenner, 2nd by Clifford Mason; all approved by voice vote.
2. Introduction of Guests
 - a. Myra Moss – OSU, Community & Economic Development for Central Ohio
 - b. Luke Kellett – HNLC Port Authority
3. Director Report – Dan Evers
 - a. Evers thanks group for allowing him to provide his report earlier in the agenda than scheduled.
 - b. Written report submitted and reviewed for the board by Evers.
4. Minutes from November 18, 2013 meeting submitted for approval by Secretary Mark Johns
 - a. Motion to approve by Clifford Mason, 2nd by John Fisher; approved by all with voice vote.
5. Chairman's Report – Cheri Hottinger
 - a. Board Appointment
 - i. Tim Boland has resigned from the board, and his replacement is a Chamber appointment. The Chamber will wait to find the correct person to appoint.
 - b. Committee Assignments
 - i. Rick Platt will again chair the Marketing Committee
 - ii. Patrick Guanciale will again chair the Finance Committee
 - iii. The Strategic Planning Committee is on hiatus.
 - c. Staff Addition
 - i. Cheri Hottinger said if we're going to move forward with some of the marketing initiatives outlined, we need to get Evers some help.
 - ii. Hottinger asked for the agreement to be reopened between GLC and the Chamber and ask for an additional \$30,000.
 1. Tim Bubb said the county increased funding for GLC by \$30,000 in its budget, so the county will likely support this.

2. Rick Platt asked if all the \$30,000 will go toward hiring the person. Hottinger said yes, and Platt said he would be supportive of this change.

6. Committee Reports

a. Finance Committee – Pat Guanciale

- i. The written profit & loss report was reviewed and accepted.
- ii. The 2014 budget was presented and proposed. Motion to approve the budget as presented made by Rick Platt, 2nd by Jennifer Chrysler. No further discussion to place on the topic, and motion approved by all with voice vote.

b. Marketing Committee – Rick Platt

- i. \$134,000 budgeted for marketing total.
- ii. The Committee met just before the board meeting to discuss the 2014 marketing plan, which takes a multi-tiered approach.
- iii. A three-month digital advertising concept was discussed.
- iv. Platt made a motion to have \$55,000 be encumbered for marketing, 2nd by Dan McVey.
 1. Jennifer Chrysler asked if a matrix will be available on results of the digital marketing effort. Platt said we should have that to some degree. Cheri Hottinger stated that's why we're only going with three months to start out.
 2. Motion passed by all with roll-call vote.

7. Comments from Citizens – None

8. Other Items

- a. Chamber's Groundhog Breakfast is this Friday.

9. Having no other items to discuss, meeting was adjourned by Cheri Hottinger. Next board meeting on February 24, 2014 at the Village of Hebron building beginning at 9 a.m.