

Grow Licking County, CIC

Board of Director's Meeting Minutes

July 15, 2013

1. Meeting called to order by Chairman Tim Bubb – welcome to Licking County Administration Building and information.
 - a. Motion by Rick Platt to excuse from the meeting Rob O'Neill and Jennifer Chrysler, 2nd by Mayor Clifford Mason; approved by all with voice vote.
 - b. Cheri Hottinger announced that Larry Parr has resigned from the GLC board, and a new appointment will be made by the chamber at its August meeting.
2. Minutes from May 20, 2013 meeting submitted for approval by Secretary Mark Johns
 - a. Motion to approve by Hottinger, 2nd by John Fisher; approved by all with voice vote.
3. Chairman's Report – Tim Bubb
 - a. JRS Marketing Report
 - i. Cassidy & Turley has had two of three contacts leave the company. Dan Evers said Mike Hurd remains, and he feels comfortable with the team now in place.
4. Committee Reports
 - a. Finance Committee – Pat Guanciale
 - i. Three invoices from Peebles Creative Group submitted totaling \$2,125.
 1. Motion to approve payment by Tim Boland, 2nd by Mayor Mason; approved by all with voice vote.
 - ii. Reviewed P&L
 - iii. Reviewed projected budget explanation submitted for 2014-2017.
 1. After discussion, motion made by Hottinger to approve the project budget explanation for 2014-2017, 2nd by Mayor Mason; all approved by voice vote.
 - b. Marketing Committee – Rick Platt
 - i. Discussion of submitted Marketing Strategy for July-December, 2013.
 1. Motion made by Platt to accept the Marketing Strategy for July-December, 2013 and encumber \$20,000 for its execution, 2nd by Guanciale; all approved by voice vote.

- c. Strategic Planning – Tim Boland – no report
 - i. Hottinger asked when will there be a review of the established metrics.
 - 1. Mayor Mason said some of those metrics could be reviewed quarterly, some every six months. Evers will provide an update.
 - ii. Discussion on scheduling of annual investors' update meeting. A tentative meeting for Sept. 17 at the Metropolitan Hotel was agreed upon.
 - d. Airport Development Committee – Tim Bubb
 - i. Discussion that lack 5,000 ft. runway remains a challenge.
5. Director's Report – Dan Evers
- a. Written report submitted and reviewed by Evers.
 - b. A general discussion regarding leads which are coming in.
 - c. GLC is in the process with Columbus 2020 of securing tour opportunities and a trade show.
6. Other Items
- a. Paul Prater said GLC's request for funds has not had a decision yet.
 - b. Tim Boland introduced Eric Fischer, Director of Planning for Pataskala.
 - c. Cheri Hottinger reminded board members that she needs updated conflict of interest policies signed.
 - d. John Fisher provided updates and information on the Owens Corning hiring pool.
7. Having no other items to discuss, meeting was adjourned by Commissioner Bubb. Next board meeting on August 19, 2013 will be at the Village of Johnstown Building (599 S. Main St., Johnstown) beginning at 9 a.m.