

## **Grow Licking County CIC**

Board of Directors Meeting  
November 18, 2019

Location: City of Pataskala Administration Building; 621 W. Broad Street, Pataskala

Present: John Carlisle, Mike Compton, John Fisher, Duane Flowers, Patrick Guanciale, Mark Johns, Lauren Massie, Jennifer McDonald, Mike McFarland, Robert O'Neill, Rick Platt, Jim Roberts, and Nate Strum

Excused: Jim Lenner, Dan McVey, and Joseph Robertson.

The meeting was called to order at 9:21 AM by Chair Jennifer McDonald.

Mike Compton welcomed directors and recognized guests. Those in attendance: Jim Bidigare, Realtor; BJ King, City of Pataskala; Jeren Miles, Facebook; Amber Tillman; Facebook and Liz Morrison, Facebook, Tim Bubb, Licking County Commissioner.

Mr. Compton motioned, seconded by Mr. Fisher and unanimously approved by the directors to excuse absent members.

The minutes of the September 2019 meeting of the Board of Directors were reviewed. It was motioned to approve the minutes with the amended meeting date of September 16, 2019, by Mr. Johns and seconded by Mr. Flowers. The motion passed.

### Chair's Report

Chair McDonald, on behalf of Vice Chair Dan McVey, presented the directors with the proposed slate of officers for 2020 (handout).

Mr. Platt motioned, seconded by Mr. Roberts and unanimously approved by the directors to adopt the slate of officers as presented.

### Committee Reports

#### Finance & Strategy

Mr. O'Neil motioned and Mr. Flowers seconded and approved by directors to accept the financial reports as presented from August, September and October 2019.

Mr. Fisher motioned and Mr. Guanciale seconded and approved by directors to accept the Organization Budget for 2020.

Mr. Johns made a motion to allow the executive director to engage financial institutions in additional investment opportunities in 2020. Mr. Compton seconded, and the motion was approved.

## Marketing

Mr. Johns provided an update on meetings from October and November. He shared that the subcommittee is looking at two (2) proposals for print media. He also shared that the committee is focused on work in the areas of multimedia, ROI and Lead generation services.

Mr. Roberts suggested trying to engage more with the local market by asking them to partner with GROW Licking County at trade shows, etc. to be present with participating suppliers to show synergy around companies. The subcommittee will discuss concept at next meeting on Dec. 11, 2019 at 11:30 AM and share with board of directors.

The MIST scholarship letter is to be signed by Jennifer McDonald as Chair and Chamber president.

## Infrastructure

Mr. Roberts to chair and reorganize the Infrastructure Committee; Work and priorities to be determined, with a focus on outcomes.

## Director's Report

Mr. Strum gave an update on the following items:

1. Investors – shared handout with tiered approach to investment as a potential strategy.
2. Occupational marketing campaign (LC Works) – shared new ad mock-ups; and discussed the formation of a LC Works Committee; Mrs. Massie to chair; potential focus on a needs/skills gap analysis.
3. Fundraisers will be discussed at January 2020 meeting.
4. ED411- Dec 6<sup>th</sup> – GROW will be represented.
5. 2020 Board meeting calendar – TBD.

## Comments from Citizens

Liz Morrison, Facebook provided information regarding their community action grants with an application deadline of December 3, 2019. She also invited the directors to Facebook's December 3, 2019 event in New Albany, called "Boost Your Business" event. Mr. Platt thanked Facebook for their partnership with The Works.

## Executive Session

At 10:32 AM., under ORC 121.22 Section G (8) Mr. Compton made a motion to enter into Executive Session to review confidential information associated with economic development purposes, as outlined in ORC 1724.11 (B-1A). Mr. Johns seconded. Mrs. Massie called roll and all present approved. Mr. Strum and Mr. Bubb were invited to attend.

Mr. Carlisle motioned, seconded by Mr. McFarland to resume public session at 11:11AM.

At 11:12 AM., under ORC 121.22 Section G (18) Mr. Carlisle made a motion to enter into Executive Session to review the employment & compensation associated with GROW Licking County, Mr. Flowers seconded. Mrs. Massie called roll and all present approved.

Mr. Carlisle motioned, seconded by Mr. Johns to resume public session at 12:27 PM.

#### Items for Action

Mr. Guancia motioned to approve the compensation package for the executive director as determined in executive session. Mr. Carlisle seconded the motion. Mrs. Massie called roll and all present approved.

Mr. Johns motioned to amend the motion above to permit the board officers to engage in negotiations with the executive director and determine work terms for 2020. Mr. Carlisle seconded the amended motion. Mrs. Massie called roll and all present approved.

Mr. Johns moved to adjourn the meeting at 12:35 PM.

Next Meeting: January 27, 2020, Location TBD

Respectfully submitted,

Lauren Massie, Secretary