

Grow Licking County CIC

Board of Directors Meeting
November 19, 2018

Location: City of Pataskala – 621 W. Broad Street, Pataskala, OH

Present: Tim Bubb, John Carlisle (9:06 AM), Mike Compton, John Fisher, Mark Johns, Jim Lenner, Lauren Massie, Jennifer McDonald, Dan McVey, Mike McFarland, Jim Roberts and Joseph Robertson. Present also: Nate Strum and Jillian Rine

Excused: Patrick Guancia, Robert O'Neill, Rick Platt

The meeting was called to order at 9:04 AM by Chairman Mike McFarland. He recognized Veterans and thanked Mayor Compton for hosting.

Mr. Compton welcomed directors and recognized guests, including the Pataskala Economic Development Committee members and Tall Timbers Catering. Those in attendance – Paul Prater, AEP; Mark Van Buren, Harrison Township Trustee; Robert Jennell, Superintendent of Southwest Licking School District; B.J. King, Pataskala City Administrator; Brian Elder, Park National Bank/Pataskala Chamber of Commerce; Laura Edelblute, Licking Memorial Health Systems/Pataskala Chamber of Commerce; Mark Shilling, Mid Ohio Development Corporation; Brian Moore, Pataskala Banking Company/Pataskala Chamber of Commerce; Amy Ucan, Licking Heights School District; Debbie Koman, Pataskala Chamber of Commerce; Jim Bidigare, Coldwell Banker King Thompson; Diane Grove, Pataskala Chamber of Commerce.

The minutes of the September 2018 meeting of the Board of Directors and October 2018 Board of Directors Retreat were reviewed. It was motioned by Mr. Compton to approve the minutes as presented; seconded by Mrs. McDonald and approved by the directors.

Chairman's Report

Chairman McFarland presented the 2019 Officers Slate and thanked 2018 Officers for their service. The Slate of Officers for 2019 is as follows: Jennifer McDonald, Chairperson; Dan McVey, Vice-Chair; Lauren Massie, Secretary; and Joseph Robertson, Treasurer. Mr. Bubb moved to adopt the nominations and it was approved by the directors.

Committee Reports

Finance & Strategy

Mr. Robertson reviewed the September 2018 and October 2018 financial reports. Mr. Fisher motioned and Mr. Roberts seconded and approved by directors to accept the financial reports as presented.

Mr. Robertson requested that Mr. Strum provide an update on the Investor's Report. Mr. Strum distributed a handout and reviewed the report.

Mr. Robertson reviewed the FY19 proposed budget. Mr. Johns motioned and Mr. Robertson seconded to approve the budget. Roll call vote: Mr. Bubb – yes; Mr. Carlisle –

yes; Mr. Compton – yes; Mr. Fisher – yes; Mr. Guanciale – absent; Mr. Johns – yes; Mr. Lenner – yes; Mrs. Massie – yes; Mrs. McDonald – yes; Mr. McFarland – yes; Mr. McVey – yes; Mr. O'Neill – absent; Mr. Platt – absent; Mr. Roberts – yes; Mr. Robertson – yes.

Marketing

Marketing Committee update provided in the Director's report.

Infrastructure

Infrastructure Committee update provided in the Director's report.

Director's Report

Mr. Strum distributed and reviewed an updated dashboard presentation for the GROW Licking County Economic Development Action Plan 2025.

Mr. Strum distributed and reviewed the Licking County Infrastructure Survey Results.

Mr. Strum distributed and reviewed ROI Research's Lead Generation Proposal for business attraction services and a supplemental subscription agreement with Gazelle. Mr. Strum will confirm the annual subscription amount with Gazelle. The directors discussed ROI's return on investment and benefits of the service.

Mr. Strum distributed and reviewed a digital marketing proposal from RevLocal, a paid advertising service.

Mr. Strum distributed and reviewed the 2019 Grow Licking County CIC Meeting and Event Schedule.

Ms. Rine provided an update on Business Retention and Expansion efforts through Workenomics, which included recent visits to several local manufacturers including Hendrickson, Momentive and Apeks Supercritical. Chairman McFarland requested that feedback is provided to board members or local officials regarding the outcome of the BRE meetings.

Ms. Rine and Mr. Strum distributed and discussed a proposal for a subscription to Emsi Developer, a cloud-based community and regional workforce and industry data tool. The directors discussed the need and services provided by the tool.

Mr. Strum expressed his appreciation to Mr. Bubb for his service on the Grow Licking County CIC Board.

Comments from Citizens

Mr. Compton invited board members and guests to tour the new Pataskala Police Station after the meeting.

Paul Prater, AEP, shared a buy-down opportunity for government agencies for electric car

charging.

Mr. Lenner provided an update on Johnstown's new Business Park.

Items for Action

Adoption of Officers Slate for 2019 – approved above.

Adoption of 2019 Budget – approved above.

Adoption of 2019 Board of Directors Calendar – motioned by Mr. Compton; seconded by Mr. Johns and approved by the directors.

Adoption of Infrastructure Projects for MORPC Competitive Advantage Program – motioned by Mr. Lenner; seconded by Mr. Roberts and approved by the directors.

Execution of contract for business attraction services with ROI – motioned by Mr. Compton; seconded by Mr. Robertson and approved by the directors. Gazelle subscription tabled for further discussion pending confirmed subscription dates.

Execution of contract for workforce analytics services with EMSI – Mr. Fisher motioned; seconded by Mr. McVey and approved by the directors for a four (4) state, 1 year service contract.

Execution of contract for digital marketing services with RevLocal – Mr. Compton motioned; seconded by Mrs. McDonald for a \$1,500/month service contract.

Mr. Carlisle moved to adjourn the meeting at 10:23 AM.

Next Meeting: 9 A.M., Monday, January 21, 2019 – Licking County Chamber of Commerce, 50 W. Locust Street, Newark, OH

Respectfully submitted,

Lauren Massie, Secretary