

Grow Licking County CIC

Board of Directors Meeting
May 21, 2018

Location: Coffee Shack Coffee Roasters and Café LLC, 409 S. 22nd Street, Heath, OH

Present: Tim Bubb, John Carlisle, John Fisher, Patrick Guanciale, Mark Johns, Jim Lenner, Lauren Massie, Jennifer McDonald, Mike McFarland, Dan McVey, Rick Platt, and Joseph Robertson. Present also: Nate Strum and Jillian Rine

Excused: Mike Compton, Robert O'Neill, and Jim Roberts

The meeting was called to order at 9:00 AM by Chairman Mike McFarland.

Mr. Bubb motioned and the directors approved to excuse absent members.

Mr. Johns welcomed directors and guests to the meeting and highlighted the need to support small businesses such as Coffee Shack, the location of the meeting.

Chairman McFarland recognized guests. Those in attendance – Paul Prater, AEP, Steve Shroyer, CTS Tech Solutions, Brittany Misner, Licking County Chamber of Commerce, Jodi Melfi, Jodi Melfi Design, Ltd., Tristan Ruml, Tortuga, Jim Bidigare, Coldwell Banker, Adam Rhodes, Homestead Beer Co., Kelly Waters, Power Connect

The minutes of the March 2018 meeting of the Board of Directors were reviewed. It was motioned by Mr. Carlisle and seconded by Mr. Fisher to approve the minutes a correction. Mr. Lenner and Mr. Platt abstained.

Special Report

Mrs. McDonald provided an update on the Licking County Chamber's three-year agency agreement and stated that the agreement has been signed by the three partners (Chamber, Commissioners, & Port Authority). She encouraged the Board of Directors to continue the discussion to determine if GROW Licking County can operate as a stand-alone entity.

Mr. Bubb provided comments to the board stating that the discussion is valid. He stated that the Chamber has been a good incubator for GROW and thanked Mrs. McDonald for continuing the discussion.

Committee Reports

Finance & Strategy

Mr. Robertson reviewed the March 2018 and April 2018 financial reports. After review, Mr. Bubb moved, seconded by Mr. Johns to accept the financials as presented.

Marketing

In Mr. O'Neill's absence, Mr. Johns gave an update on his April trip to Europe with Mr. Strum. He stated that they coordinated with ROI and held 12 meetings and attended two (2) trade shows during the visit. At least one meeting resulted in a local BRE follow-up so far (Bleckmann's).

Chairman McFarland thanked them for their work.

The next marketing subcommittee meeting is May 22, 2018 @ 9:00 a.m. at the Chamber office.

Director's Report

Mr. Strum provided a handout outlining the seven strategies for economic development as established in the GROW Licking County Economic Development Action Plan 2025. The spreadsheet will provide tracking and updates on the progress being made. He plans to upload the document in SharePoint and provide an updated document at future meetings.

Mr. Strum discussed ED-101, scheduled for June 20, 2018 at Denison University.

Ms. Rine provided an update from the May 10, 2018 Workonomics meeting in regards to Business Retention and Expansion efforts and the development of a dashboard for tracking. Instead of utilizing Salesforce, the group is considering creating a google doc so that multiple users can access the information.

Ms. Rine stated that another important meeting topic was workforce, specifically the competitiveness and the need for position openings to have better descriptions and to be more appealing for people to apply.

In response, there was discussion among board members in regards to workforce. Mr. Johns commented on the need to attract people to higher skilled training programs. Mr. Carlisle stated that he was developing a proposal to present to the JEDZ Board to work with Licking County to expand into Perry County due to high unemployment there. He plans to ask for their commitment to fund \$50,000 for five years to support this effort. Chairman McFarland referenced the workforce housing project, Hopewell Cottages.

Mr. Strum confirmed that GROW was awarded a \$10,000 LEAP grant from AEP that will be put towards the occupational marketing strategy. Specifically, Phase I will be to develop a new website, purchase a domain, provide a job board and link to local resources, such as training programs.

Mr. Fisher discussed a new initiative through OhioMeansJobs – a mobile manufacturing program in partnership with C-TEC's Adult Education Center. Five employers have signed on to provide on-the-job training to 2 crews of recent high school graduates. The crews will spend 2 weeks at each employer for a total of 10 weeks, with 2 hours per day of training provided at C-TEC. Mrs. Massie confirmed that the program will culminate in graduates receiving C-TEC's Pre-Employment Training Certificate in Manufacturing with a hope that they will be hired and continue onto higher skilled training programs in manufacturing.

Roundtable Discussion

Chairman McFarland asked for a moment of silence in remembrance of the Santa Fe, Texas victims.

The board acknowledged the passing of Jim Endsley.

Mrs. Massie referenced the Newark Advocate's story in the Sunday paper that highlighted Jim Burrell, 80 years old, who will graduate with his high school diploma and welding certificate from C-TEC's Adult Diploma Program on June 5.

Mr. Johns moved to adjourn the meeting at 10:07 AM

Next Meeting: 9 A.M., Monday, July 16, 2018 – C-TEC of Licking County, Adult Education Center, 150 Price Road, Newark, OH, Entrance #1

Respectfully submitted,

Lauren Massie

Lauren Massie, Secretary