

## Grow Licking County CIC

Board of Directors Special Meeting  
June 2, 2022

Location: Licking County Library, Newark, OH

Present: Corey Alton, Mike Compton, John Fisher (11:40 AM), Duane Flowers, Erin Grigsby, Patrick Guanciale, Mark Johns, Jim Layton, Lauren Massie, Mark Mauter, Jennifer McDonald, Robert O'Neill, Jim Roberts, and GROW staff Alexis Fitzsimmons and Hayley Feightner

Excused: Brandon Hess and Joseph Robertson

The meeting was called to order at 11:37 AM by Chair Mark Johns. He reminded the Board of Directors of the agenda requirements for a special meeting.

Mrs. Massie called the roll. Mr. O'Neill motioned; seconded by Mr. Compton to excuse absent directors. The motion passed.

Ms. Fitzsimmons welcomed everyone. She stated that the goals of the meeting are to look at the organization as a whole, and to review existing strategic planning documents to plan for the future. This may include adding staff and efforts to continue to grow the organization in order to meet the County's economic development needs.

No guests were present.

The minutes from the May 9, 2022 meeting of the Board of Directors were reviewed. Mr. Flowers motioned; seconded by Ms. McDonald to approve the minutes. The motion passed.

The Board of Directors discussed the current GROW Licking County office space, and Mr. Flowers shared the layout of the County's proposed space (see handout). Chair Johns discussed the need for IT support and a secured network. Mr. Flowers agreed and suggested that those services remain separate from the Commissioners' Office. The lease would save GROW Licking County approximately \$13,000 per year.

Ms. Fitzsimmons explained the Licking County Foundation Grant Agreement to support the addition of a staff person (see handout). The Board of Directors discussed the type of employment and the details of the Agreement. She commented on the added benefit of access to trainings and workshops through the Foundation. Mr. Alton asked if GROW has an existing DE&I policy. Ms. Fitzsimmons confirmed that a policy exists. Chair Johns thanked the Foundation for their support. Ms. McDonald and Mr. O'Neill shared comments about the support of the Foundation and the focus on providing education on inclusiveness. Chair Johns thanked Mr. Guanciale and Ms. Fitzsimmons on securing this funding for the organization.

### Items for Action

Mr. O'Neill motioned; seconded by Mr. Guanciale to authorize Chair Johns to enter into a lease

agreement for office space rental with the Board of Licking County Commissioners for \$1 per year for two years (see handout). Mr. Flowers abstained. The motion passed. Mr. Flowers motioned; seconded by Mr. Layton to authorize and accept the Licking County Foundation Grant for \$20,000 a year for three years, from 2022-2024 (see handout). Mr. O'Neill abstained. The motion passed.

### Strategic Planning Discussion

Ms. Fitzsimmons reviewed a slideshow presentation on the existing 2025 Strategic Plan (see handout).

The Board of Directors discussed the core mission of the organization and how to communicate the message to the community and investors. Mr. Flowers suggested a flow chart as a communication tool that would show the organization as a facilitator and conduit to the appropriate resources within the community. The discussion included possible tasks related to communication and marketing for a third position within the organization.

Mr. O'Neill suggested that the organization outline priorities for the organization that will balance the Intel project while meeting the existing business needs. To that end, the Board of Directors discussed the existing Strategic Plan metrics and action plan (slide 5).

Mr. Compton exited the meeting at 1 PM.

The Board of Directors discussed business attraction and retention efforts. GROW staff has responded to close to 50 RFIs and site selection requests in the past six months.

The Board of Directors discussed the addition of an objective or goal around marketing or communication efforts. Ms. Fitzsimmons suggested an objective around community preparedness. She explained the need for this addition that would focus on site preparedness that help build out a community and increase available inventory for attraction efforts.

Chair Johns summarized the discussion and suggested the consensus is to invest in a communications and marketing focused position. GROW staff has drafted a job description.

GROW staff will update the metrics, goals and dashboard of the current Strategic Plan based on the discussion.

### Comments from Citizens

None.

Mr. O'Neill motioned; seconded by Mr. Alton to adjourn the meeting at 2:01 PM.

Next Meeting: Monday, July 11, 2022 at 12:00 PM – Hosted by Licking Memorial Hospital

Respectfully submitted, Lauren Massie, Secretary