

Grow Licking County CIC

Board of Directors Meeting
September 12, 2022

Location: Licking County Administration Building, Newark, OH

Present: Corey Alton, Mike Compton, John Fisher, Duane Flowers, Erin Grigsby, Mark Johns, Jim Layton (12:05PM), Lauren Massie, Mark Mauter, Jennifer McDonald, Robert O'Neill (12:03PM), Jim Roberts, Joseph Robertson, and GROW staff Alexis Fitzsimmons, Hayley Feightner and Reagan Willison

Excused: Brandon Hess and Rob Montaganese

The meeting was called to order at 12:00 PM by Chair Mark Johns.

Mrs. Massie called the roll. Mr. Robertson motioned; seconded by Mrs. McDonald to excuse absent directors. The motion passed.

Mr. Flowers provided the welcome on behalf of the Licking County Commissioners. He welcomed GROW staff in their new office space in the building. He highlighted the County's recent efforts to focus American Rescue Plan funds on infrastructure/engineering, and water and sewer. He also stated that the County has reduced inside millage by 50 percent.

Chair Johns welcomed guests, which included: Matt Allison and Patrick Harris, Licking County Transit/COTA; Tim Bubb, Licking County Commissioner; Emily Smith, Intel; Scott Ryan, Ohio Department of Development; Nathaniel Ward, Heath-Newark-Licking County Port Authority; Kent Mallett, the Newark Advocate; Jim Bidigare, Coldwell Banker; Mona Large, LCATS Mobility Manager; Rob Platte, Jersey Township

The minutes from the July 11, 2022 meeting of the Board of Directors were reviewed. Mr. Mauter motioned; seconded by Mr. Alton to approve the minutes. The motion passed.

Chair's Report

Chair Johns commended Intel and Emily Smith on a fantastic ground-breaking event on Friday.

He welcomed Reagan Willison as the new marketing manager.

GROW staff's goal at this meeting was to present the 2023 draft budget for the Board to review and provide feedback for approval at the November meeting. We are waiting on monthly financials so instead, we will need to hold a special meeting tentatively scheduled for October 10, 2022 at noon. Location TBD.

Committee Reports

Finance and Strategy – Mr. Robertson reported that Integrity has not provided monthly financial reports for the months of June, July and August 2022; therefore, there is a delay in approving these reports. He and Mrs. Fitzsimmons will request a meeting with Integrity to discuss this delay.

Marketing – Mrs. McDonald gave an update on the “wehavethejobs.com” healthcare billboard effort which has had 847 hits since January 2022, up 19% in the last month. She shared that the new Licking County promotional video launched, in a joint effort among GROW, the Licking County Chamber and Explore Licking County. The video is available here:

<https://www.growlickingcounty.org/>. The video is also part of the ad in Expansion Magazine.

Infrastructure – Mr. Roberts reported that American Structurepoint has completed “step 1” of its contract for the water and sewer study by completing interviews with community stakeholders. The project is on-time and expected to provide results of the study within a year.

He also reported that the committee has made positive strides with ODOT re: funding priorities related to the “20-minute drive time map” in hopes to benefit the Licking County portion of the map. Finally, the committee is looking at Franklin County’s revolving loan program to determine how and who administers these funds, and if Licking County could adopt this model. The committee has decided to structure the program first, then look for funding second.

LCWorks –

Career pathway videos – Mrs. Massie reported that the LCWorks committee met on 8/28/22. Today, they just received the first draft of the Healthcare career pathway video aligned to the toolkit. The next video shoot will focus on manufacturing, then IT. She added that GROW staff will add “wehavethejobs.com” link to www.lickingcountworks.com, under the jobs tab to streamline job search tools for the County. The committee is also reviewing current workforce development materials that GROW staff use for site selection to create streamlined one-pagers.

Mrs. Fitzsimmons provided an update on the potential housing study project. The next step, after meeting with MORPC, is to meet with the United Way to partner and potentially leverage resources. The goal of the study is to provide a tool that can be used locally as an overlay to existing studies. The Board of Directors had a robust conversation about what the housing study scope should prioritize. Mr. O’Neill suggested that there needs to be an emphasis on multi-family housing. Chair Johns commented on how residential housing has been an issue for a while, including the expenses related to infrastructure. Mr. Mauter explained the purpose and process of the New Community Authority in Newark. Mr. Alton asked if we could leverage the local NCA’s to influence the housing market.

Staff Reports

Matt Allison, Licking County Transit/COTA, provided a presentation that highlighted new efforts related to transportation in Licking County (see slideshow). Mr. O’Neill suggested looking at ad revenue options to off-set budget challenges. Challenges and benefits of that approach were discussed. Mr. Allison offered to present to any interested community groups regarding transportation efforts. The Board of Directors had a robust conversation about transportation needs in Licking County.

Mrs. Fitzsimmons provided an update on GROW's economic development efforts (see slideshow).

Emily Smith, Intel, provided an overview of the Intel Groundbreaking event on September 9, 2022. She shared Intel's efforts to prioritize and respect the local community by featuring and sourcing current and future talent for the presentations, along with local farms to provide the food for their evening cookout. She thanked the local media for their support, as well as local leaders.

Ms. Feightner provided an update on lead activity and business retention and expansion efforts (see slideshow).

Ms. Willison introduced herself and shared her background as the new marketing and communications coordinator.

Items for Action

None.

Comments from Citizens

Mr. Compton commended GROW staff on their local BRE efforts.

Mr. Fisher shared that Licking County OMJ will present to a state-level committee regarding the County's workforce efforts that include the Benefits Bridge Program and OMJ Mobile Crew.

Mr. Ryan offered to assist GROW staff however he can in his role. He encouraged folks to get active in the upcoming elections and budget conversations.

Mr. Layton motioned; seconded by Ms. Grigsby to adjourn the meeting at 1:41 PM.

Next Meeting: Monday, October 10, 2022 at 12:00 PM – Location TBD

Respectfully submitted, Lauren Massie, Secretary