

Meeting, 12/06/2022, 4:30-6:00 PM

In person meeting at the Miami Township meeting room

Voting members: Lisa Abel, Dorothee Bouquet, Amy Magnus, Hannah Montgomery, Dino Pallotta, Kevin Stokes, Gary Zaremsky

Ex-Officio: Jeannamarie Cox, Josue Salmeron

Attended via Zoom: Hannah Montgomery, Amy Magnus

Excused Absence: Corrie Van Ausdal, Don Hollister, Jane Fernandes, Terri Holden

1. Dino Pallotta called the meeting to order at 4:32pm.

2. Nominations and vote for new YSDC Vice President (5 min)

Abel nominated Pallotta for Vice President/Stokes seconded.

Voting: Abel, Bouquet, Pallotta, Stokes, Zaremsky.

3. Treasurer's report (5 min) Montgomery: There were a couple of expenses that stood out. YSDC reimbursed the foundation for its Quickbook fees. We also paid the lunch expenses for the retreat. We will send out invoices for the 2023 dues soon.

4. Consent Agenda (5 min)

Motion: (Stokes moved/Bouquet seconded) adopting the following:

- a. To accept the minutes of the October 4th, 2022, YSDC meeting
- b. To accept the minutes of the November 8th, 2022, YSDC meeting
- c. To accept the Treasurer's report as presented at today's meeting

Voting yes: Abel, Bouquet, Pallotta, Magnus, Stokes, Zaremsky, Montgomery.

Voting no: none. Abstain: none.

Motion Passes

5. Old Business (10 min)

- a. Village Wifi (Pallotta / Cox, 5 min) Pallotta: The program will set up thirty downtown businesses with village wifi, first come, first served. Cox: The funding is ready to disperse. The chamber president has signed for its release, and the YSDC president's signature is needed next. Cox will see Van Ausdal to get her signature. A couple of the grant agreement will be provided to the villages. Salmeron: On the technical side, we've had rollouts and connections with residential customers. Zaremsky has been one of our beta testers. I've told several people about his experience. Zaremsky: As an example, we upload photos frequently. In the past they take about 15 minutes to upload; about 5% of the uploads would bomb and have to be restarted. Now the same job takes 45 seconds. Salmeron: We are contracting locally in the rollout, and contractor Dan Badger has been very responsive. Thirty business customers will get subscription fees and technical support free for a year. This is in addition to another 250 subscription customers that will be connected in this first rollout. We have a technical support team to troubleshoot network

issues. Thor Sage and his team design the fiber layout splicing in equipment to make the most of the capacity so, as we fulfill our obligations, we'll be able to add more customers readily in the next expansion phases. We will need two types of support for the next phases: one, village council support to authorize a full expansion and funding support. Once we complete the pilot project, we will be able to say that we have a proof of concept working and we are ready for the next phase. I think we're likely to get additional infrastructure funding. I don't know if we will get 100% funded. We're expecting to collect \$150,000 in fees and estimated costs \$135,000 for broadband data and local contracted services. Village broadband has already been approved as a utility by the state. With Dan Badger doing all the installations, we came up with performance measures that we can expect based on 250 installations. Right now we are at 110, not factoring in the 40 business customers working with the chamber. We likely need more but we believe we'll increase our number of subscribers once the early adopters spread the word. The village is offering a competitive \$45 option and faster service.

- b. Community Outreach (10 min) Cox: We are in a holding pattern on a community forum on the cost of living report. I talked with Jerry Sutton and he is willing but there is concern about putting this information out there without a context of what we want to do with the material. Salmeron: The village council is planning two town halls in January one on utilities and one on reciprocal tax. These topics have an impact on cost of living. Abel: We made decisions over the last few years that come to bear on the cost of living. For example, we made the decision to provide our own drinking water, the decision to retail our own police department and dispatch, the decisions to not support various economic development and housing projects. Stokes: I don't think you could find anybody who would disagree with our efforts to keep our energy sources as renewable as possible but near term there is a cost. Abel: When we have these forums, they are an opportunity to remind people of these tradeoffs. Pallotta: The last meeting on the cost of living study was so well presented. The presentation was simple to understand where we are at. Stokes: Salmeron responded to that report in last night's meeting talking about how to phase in those additional costs over time. Bouquet: The school facilities committee will be meeting in a couple of hours to discuss the budget for renovations. The plan that meets all of the education needs identified by the teachers amounts to over \$50M. There is a partial renovation plan that only addresses system that amounts to \$25M. Those numbers don't include the cost of displacing students during renovation. The suggested timeline is 15 months, that is, two summers plus one school year. On the topic of outreach, school board president Turner gave a refutation to the projected number of children in the village as estimated by the report. Turner offered an alternate projection estimating the number of children in the school district which encompasses a larger area than the village and is more reflective of projected enrollment. Cox: We want to share this analysis with Sutton so that they can fold the comparison into the current report rather than wait until the next. Salmeron: Sutton's criteria for the study was to look at the village's numbers so that we might compare trends over previous studies and make comparisons to other municipalities in the area. Stokes: We want to approach this as a reconsideration that takes account of the entire size of the school district. Zaremsky: The rising cost of living is a national phenomenon, especially in communities that people want to live in. Xenia Ohio is not experiencing the same challenges as Phoenix Arizona. What Yellow Springs is experiencing is not unique to what is happening across the country. Salmeron: Our cost are increasing due to inflation. For the village workforce, we budgeted a 4% cost of living adjustment. Two years in a row, inflation has run above 7%. The village ran the math going back to 2010 and has accumulated a 28% cost of living adjustment for its workforce versus 34% on the market. We've done our best to keep up but we're behind 5% to 6%.

- c. Entrepreneur Center / Business Incubator (15 min) Abel: We had a subcommittee meeting to talk with village stakeholders specifically about using the old library building as an entrepreneur center. From the development corporation's perspective, I didn't feel like we needed to push for that space. Meanwhile, the village had several people who expressed interest in renting that space. Salmeron: We explored a couple of different opportunities available for that space, businesses and the historical society among them. The stakeholders represented at the meeting included Brian Housh from village council, Susan Jennings from Agraria, Jordan Gray of the local technology company Honeycomb, Bob McKee from Antioch College, and Amy Magnus also representing YSDC. There was a lot of interest in establishing an entrepreneurship center, or building an ecosystem with entrepreneurship services available to individuals at different states of their business and in different industries. Agraria focuses on ecosystem restoration; they are doing that work through the BIPOC Farming Network and they want to do more. Antioch College has a grant program for start through the college. Where we ended up in the meeting is we were in agreement to pursue a grant to support entrepreneurship activities, some of this support will be for conceptualization, feasibility study, design, and requesting someone implement an entrepreneurship program that is a hybrid of a virtual and physical space. The village, Antioch College, and Agraria are going to take the lead on putting together a grant application for the USDA rural development program. We apply for funding to help build our ecosystem and organize what we have. For the old library building, we are putting together our criteria for leasing the building. Our preference is to have a tenant who would have a similar use for the building. It is currently being used as office space. If we were to put in a restaurant, bakery, etc, that would require a modification to the building. Fortunately we have our own building department so we have some wiggle room but we want to keep it to a similar use. Bouquet: I believe the superintendent Dr Holden have you feedback on what was needed. The building had accessibility issues, not just entering the building but accessing the bathrooms and the offices downstairs. Salmeron: At the subcommittee meeting, we did touch on those issues. There are also water intrusion issues and an opportunity to add public bathrooms at the site. One of the ideas we discussed was to make the improvements that we know we need to do as we lease it. Magnus: To follow up on the meeting discussion, the group very quickly came to a consensus that the old library building was off the table for the entrepreneurship center but there was an opportunity at the train station to share space with the Chamber and potentially sit a new executive director of the Chamber with the YSDC executive director. Unsolicited, a couple of business owners mentioned the school's move out of the old library and expressed concern about the cost of rent at MVECA. There is a story to tell about why this was a good move and the village can help us tell that story. In particular, the additional public bathrooms will be a welcome improvement. There's a vigorous discussion on the street about this move and the cost of this move and so there's follow up that we need to do with the public. I want to say that I supported the move. There are a lot of amenities at MVECA. I looked at it for the children's museum. I think it's a great spot for the school board offices, and I knew some of the issues with the old library building. There are opportunities that open up with the old library building and grounds being renovated, but I just want to make people away that there is follow up needed with the public because there's some discontent. Salmeron: There are a couple things that Magnus touched on that the YSDC board should know: Should the development corporation want a workstation, we've identified space at the train station. That office has housed two staff members. They haven't been staffed for a while but we see the Chamber possibly hiring one person so there's another workstation that the development corporation could occupy. Magnus also mentioned bathrooms; the village is exploring

creating more public restrooms and the lawn area behind the old library has been identified as a possible site. What we envision is using a model that Greene County Park and Trails uses. It all comes down to funding but I think we all see the need for more restrooms downtown.

- d. Subcommittee present on future configuration of YSDC (20 min) Abel: Cox and I have gotten together a few times to move forward on hiring a part time executive and we put together a draft job description with prerequisite skill sets. I can read those off to you and put them in the packet. What we are proposing is a part time 1099 contract position that would pay somewhere between \$25 to \$30 an hour, not to exceed \$2500 per month, or \$30,000 per year. The big deliverable is to develop the “dating profile” for YSDC in economic development that we discussed at last month meeting. Other items in the job description include the following:
- i. Develop an economic development service for growing businesses and new businesses with focus on women owned businesses, minority owned businesses, foodcorps, agriculture initiatives, and businesses whose values and operations that fit with this community.
 - ii. Utilize existing surveys and plans for economic development opportunities such as the land use plan and economic link survey.
 - iii. Develop a database of available commercial spaces and land available for new and growing businesses.
 - iv. Reestablish and strengthen regional partners in economic development.
 - v. Renew our seat at the table with regional economic planning, funding, etc
 - vi. Develop communication processes for YSDC with regional stakeholders, local leadership, and outreach efforts
 - vii. Identify regional financial incentive packages, like YSDC did for Enviroflight.
 - viii. Record YSDC increasements.

Skill sets include the following: program management, full focus work, small group volunteer formation, excellent follow up and completion of tasks, excellent verbal and written communications, networking including electronic based interactions, marketing and outreach, self-driven, initiative, ability to focus and stay on task.

What we are not asking for at this point is someone who does economic development. That felt too limiting. We want to focus on general needs of the development corporation. In terms of funding this position, YSDC has about \$40k in the bank. I suggest we use those funds to start and seek additional funding. We take a bit of a risk if we don't get other funds, but it's a six month position and the idea is to get this going. To post the position, conduct interviews, and find someone, it's probably going to take three or four months.

Cox: We aren't going to make significant progress unless we put someone in this role and they bring decision making and strategic direction to us. We don't have the bandwidth amongst us all to get any one of these initiatives accomplished. Bouquet: Based on my reading of the minutes last month, it seems our motivation to move forward quickly is to seize the opportunity of Intel coming to Ohio. Would that role encompass that responsibility? Abel: Yes, under regional coordination. Cox, Van Ausdal, and I met with a development director in the county where Intel is coming, and we met also with representatives from the Dayton Development Corporation and Greene County Department of Development. We talked to them about how we do this; they said “tell us when you are ready, tell us when you have information that we can work with.” Bouquet: So this person would produce that content? Abel: Yes. Cox: From the three conversations, the idea of creating a dating profile struck home. We have ideas but we need a strong updated profile. We have office space that's under utilized, we draw customers but they

don't think of us because we don't have that profile set or the profile they have needs to be reset because it is too old or drawn too narrowly. So we need to reset these profile in both Dayton and Greene County. Salmeron: We have so much to offer. We own all our own utilities. We have our own building department and we are among the more favorable sites for broadband. Abel: With those kind of manufacturers coming within an hour to an hour and a half drive, we attract folks who want to live here and work on a flex schedule. Zaremsky: This is a rather unique place that will resonate with people not just for living but because of the cluster of businesses we have here. In this dating profile, the executive has to adequately describe what the community offers. There's a lot that we offer. There are a lot of things this community doesn't offer. What it does offer is unique, intangibles that require some nuance to get across. Many of us moved here for reasons that we should figure out how to describe. Abel: So we should not go with keywords "We're open for business." Everybody should be saying that. Cox: It makes the message consistent. Today, if each one of us got a phone call from someone that was looking to put up a storefront or an office space, when they ask "Do you have space?", would each one of us be able to answer yes? Would we all be able to describe why we are unique, what our benefits are and have a consistent message? If a person is doing their due diligence as they look for a place, they are not going to talk with just one salesperson, and interested parties don't allows pick who you want them to talk to. There is an investment that needs to be made in messaging. It is key to have a position that develops that messaging system, not just for marketing outward but for preparing so we are all on the same page. Pallotta: So we are all singing the same tune. Zaremsky: Commercial districts in Xenia and Fairborn have a lot of vacancies and open store fronts. That isn't the case here. There is a reason that commercial space is tight here. Many people want to locate their businesses here. There's a reason that there is limited housing. There are subtleties in how we describe these reasons. Cox: We have several vacancies downtown for the first time in a long time. Pallotta: Just to bring it home, where Subway pulled out, Carl Lea has a multitude of businesses clamoring to get in to that space. That's just one building and not a big building. That speaks for itself; people got all over that. If we had a program pulled together with something to sell saying "Here's Yellow Springs. Take a look." That's our playbook. Cox: Our competitors, all those communities between here and Intel and in that radius circle 67 miles away, they are getting ready. Economic development is the topic of conversation. They are further than we are. We are behind the ball, and we need to get going. Salmeron: We did have a community spotlight in the Dayton Business Journal where Cresco and the village partnered to do interviews. Several businesses were highlighted. The general pitch that the journal gave us is that "Your village is eclectic and collaborative. Let's work with that." So we highlighted all the collaborative spaces. We got really good feedback on it. One of Magnus's colleagues Emily Cory of the Dayton Entrepreneur Center has been playing matchmaker and identifying potential business partnerships for us. Magnus: I'm also talking with the chief scientist of Parallax next week. There is opportunity out there, and there are opportunities that fit very nicely in our value system. Salmeron: As we develop these messaging tools and this dating profile, we should also consider what collateral we can produce to get more out of our outreach. The spotlight in the Dayton Business Journal worked well for us. The folks at Cresco were happy with the product. I think it's something that they will support next year. Cresco can't do direct marketing so opportunities like these gives them a way to get recognition. Stokes: Have we considered doing something similar with the Columbus Business Journal? Bouquet: Or Cincinnati? Abel: I propose we move forward with hiring the 1099 contractor to work on these deliverables [Motion is listed below; discussion follows.] Stokes: Is it too much of a stretch to give that the position some responsibility for funding itself in terms of

grant identification? Abel: We did not mention it for the first year but for sure if we were to extend the position further. Cox: I would prefer that the position focus their energy on the mission and that a committee form to finding the funds. I can see the position supporting shipment but not directly responsible for that deliverable. [Vote taken here. Motion passes as noted below. Follow up discussion follows] Pallotta: Not to be a distraction but, if we have something to kick in or start pulling information for the dating profile, do we have a framework or space we can start contributing to? Abel: That's a good suggestion. If any one has those kinds of materials, start to gather those we'll have to find a place to put them but yes. We are organizing materials with the Chamber. Their materials are not that updated but we have the Dayton Business Journal article. Salmeron: I have some materials from other municipalities and the business community here. We'll talk with Mark Heise at the Chamber and share those. Bouquet: What direction are we taking on reconfiguring the corporation? Magnus: In reviewing the notes and guiding specifically on Cox's comments, the thought is that the executive director would lead the discussion about reorganizing the board. I think the discussion is very much alive but the executive director is going to ask what they need from the board. Pallotta: That's what came across for me. I've come from lots of boards and that's the director's right. Stokes: What we started with talking about the minimum number of board members that we would need. I'm not sure what the impetus was to consider reconfiguration other than perhaps the bigger we got the more unwieldy we became and the tougher to get everybody to show up appropriately. Abel: The minimum was five. The State requires that at least 40% of the board be elected officials. We did the math, with one elected official from the village, and one from the township. But then we started talking about intel and the Honda battery plant and Stokes said maybe we don't need to do anything right now when we've got so much coming at us. Magnus: One thing that we haven't discussed are the fiscal consequences. If the board goes down to five members will the dues have to be increased for that membership? Abel: We have fixed costs so we'd need to find other sources of income. Stokes: Do we get a sense that some organizations might feel less inclined to pay higher dues if they have less representation. Bouquet: Speaking personally and not speaking for Holden or Magnus, I feel, if school board members are not part of the voting board, then I don't see the dues as the best use of our money. Zaremsky: My sense of the last meeting i was that, although initially there was discussion about reducing the size of the board and it all made sense, then there was a whirlwind of activity and there was a sudden recognition that we were jelling in terms of the direction that the organization ought to go. We talked more about this today. We are beginning to converge in terms of the direction and a plan. Although it wasn't stated, the sense that I got was an orderly tabling of the idea. Let's wait until we get a little further and then revisit the logical size of the board. Stokes: Exactly, as we started talking more and more stuff, why lose manpower? While we are going through this transition, I'm not sure what the best thing to do now. Certainly if there are financial considerations tied to membership, I'm sensitive to that. Zaremsky: But that's a different thing. Magnus: I mention the fiscal impact because it hadn't been brought up yet. Abel: So what are you thinking? Bouquet: I'm in favor of going down to a board of five. Our superintendent said she wants to attend and I'm not sure board members have a lot to bring in right now. Pallotta: Isn't that part of our conversation? Not everybody may be part of the messaging initiative but, if we have a subcommittee, we do more there and less here. If we subcommittee the work out, we can keep the organization intact and do more downstream. Bouquet: We offer complexity. Stokes: The way we are thinking about it is no one is fired just on the bench. Magnus: There are complication to changing the board. There are bylaws that have to be changed. There's the fiscal impact. It's a complicated thing and that's one of the reasons to involve

the executive director. I feel that's the consensus. There's value in thinking about reorganizing and having a leaner focus but, at the same time, there are things that we have to get done and an executive director will drive that focus. Hiring the executive director just seems like the thing to get done in this meeting. Stokes: Did we get anything official from Clifton? Magnus: We got a letter from Bieri that's in the packet. Abel: What we didn't get is a decision from Clifton. The Village of Clifton has not officially voted to remove themselves from the Development Corporation board. They may be interested in staying on. One thing that scared them off was the discussion about increasing dues. They also felt that they weren't getting anything from this group for their economic development. Obviously their attention right now is on the crafthouse, and it's part of economic development stimulus to find funding this new business.

Motion: (Abel moved/Stokes seconded) adopting the following:

The development corporation will move forward with hiring a part time 1099 contractor to carry out the deliverables listed in the meeting at a rate of \$2500 per month for a term of six month if we self-finance and for term of at least twelve months if we find additional funding.

Voting yes: Abel, Bouquet, Pallotta, Magnus, Stokes, Zaremsky, Montgomery.

Voting no: none. Abstain: none.

Motion Passes

6. **Future Agenda Planning (15 min)** Abel: Monday January 2nd is a holiday. Would the board prefer to meet on the Tuesday the 3rd or the 10th? January 10th it is. I will tell Van Ausdal.
7. **A recommendation for Adjourning YSDC March Meeting was made by Pallotta.**

Motion: Stokes moved and Montgomery seconded to adjourn the YSDC Regular Meeting at 6:02pm.

Voting yes: Abel, Bouquet, Pallotta, Magnus, Stokes, Zaremsky, Montgomery

No: none. Abstain: none.

Motion Passes.

YSDC Community Feedback and Response Document

#	Mtg Date	From	Question/ Comment	YSDC Response

YSDC Guidance for Community Feedback

1. Any community guest to the meeting must be identified when they arrive (sign in if in person, on-screen name if via Zoom).
2. Community guests are responsible for muting their audio (if Zoom) upon arrival. They are then responsible for unmuting themselves if they want to participate in the community comments session. (Find Zoom training links here: <https://www.yscf.org/zoom-support/>).
3. Community comments session will be identified on the YSCF agenda, which will be made available at YSDC.org prior to scheduled meetings.
4. Community guests must signify their interest in participating in the community comments session when it comes up. Via Zoom, they may raise their hand (action icon) or show a raised hand with video on, or write a note to chat. In person, they may raise their hand.
5. Chair will recognize one speaker at a time. Each speaker gets one 2-minute interval to make a comment or ask a question. Board VP is the timekeeper.
6. Response from YSDC:
 - a. If an immediate and factual response can be provided, and in consideration of time constraints, the board chair or their designee will respond.
 - b. Otherwise, the comment or question, along with a response from YSDC, will be provided as an addendum to the agenda of the next regularly scheduled YSDC meeting.